

KING NOVELTY CO.

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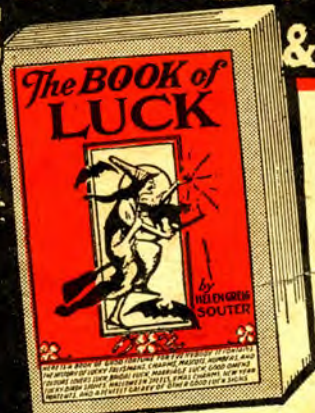
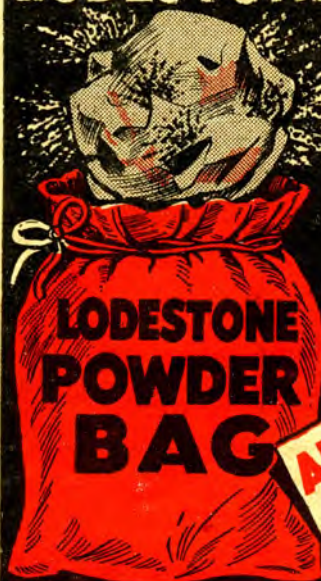
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KING NOVELTY CO.

2451 MICHIGAN AVE. CHICAGO 16, ILL. U. S. A.

The BOOK of LUCK & LODESTONE BAG



ALL for ONLY \$1.00

CONTENTS OF BOOK

This Book tells about: Ancient Talismans, Amulets, Charms and Mascots; Marriage Superstitions; The Luck of Numbers; The Luck of Days; Unlucky Days; The Luck of Lovers; The Luck of Horseshoes; Lucky Flowers and Plants; Lucky and Unlucky Animals; A Calendar of Birthstones.

The above described BOOK of LUCK furnished with Genuine Magnetic LODESTONE and LODESTONE POWDER in Red Flannel Bag. It is a well known fact that LODESTONE has been considered by some people as a very LUCKY Stone to bring LUCK and SUCCESS. Some people put the LODESTONE and the POWDER in a Bag and carry for LUCK. We do not sell to you for this purpose and make no claims that the LODESTONE or the BAG will Bring Luck. We are not responsible for statements made by the author of The BOOK of LUCK. We sell this article to you only as a very interesting curio and hope you will derive great satisfaction from it. If bought separately these goods would cost \$1.50. If you buy All at one time, yours for only.....\$1.00

ORDER BY NO. A-580

ALL FOR \$1.00

Alleged GOOD LUCK RING



Very Unusual Ring! Highly polished Silver color with alleged GOOD LUCK symbols, Horse Shoe, 4 Leaf Clover, and Wish Bone, on top and on both sides of ring. The words GOOD LUCK inscribed in 3 places. We make no claims that wearing this ring will bring GOOD LUCK or SUCCESS as many people think, and sell only as a very Handsome Curio Ring that you may be proud to wear. Amaze your friends! Order this ring NOW and wear it as soon as you get it. Send strip of paper for size.

Order by No. J-907

Price only

\$1.00



LUCKY MOJO RING

New Sensational Ring. Thrilling looking, inscribed with the words "Mojo" underneath alleged Lucky Mojo Head, and words "GOOD LUCK" on sides. Although many people believe that wearing a ring like this will bring GOOD LUCK and SUCCESS in this effect, and sell only as an unusual Curio Ring.

Money Matters and Games of Chance, we make no claims to this effect, and sell only as an unusual Curio Ring.

Order by No. J-908

Price only

50c

LODESTONE HERB BAG

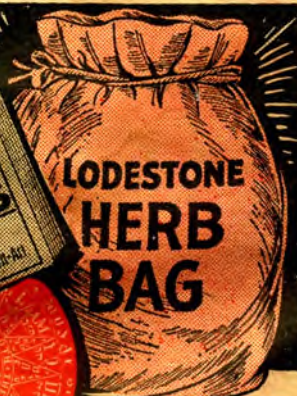
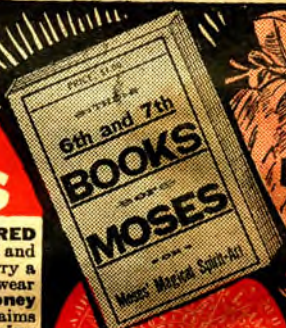
With the 6TH and 7TH BOOKS of MOSES

HERE is one of our latest offers. You can Now get this RED FLANNEL BAG filled to the brim with LODESTONE and HERBS COMBINATION. It is true that some people like to carry a RED FLANNEL BAG filled with LODESTONE and HERBS or wear it around the neck with the belief that it will bring LUCK in Money Matters and Love and Success in undertakings. We make no claims to this effect and do not sell with the understanding that it will Bring LUCK. It is sold to you only as a Curio and along with this LODESTONE HERB BAG we furnish you with this Outfit one 6th and 7th BOOK of MOSES—value \$1.00, Shemhamforas Seal on genuine Virgin Parchment Paper—value 50c. Total Value of all goods on this outfit if bought separately would be \$2.50. Our price for all, only \$1.49.

Order by No. A-58

Price For All

\$1.49



FREE OF EXTRA COST
SHEMAMFORAS SEAL
ON PARCHMENT

Write King Novelty Co. 2451 S. MICHIGAN AVE. CHICAGO 16, ILL., U.S.A.

Read How to Get **FREE** OF EXTRA COST **GOODS**

FREE VAN VAN BRAND OIL with **LODESTONE** All for **\$1.10**
and **HIGH JOHN the CONQUEROR ROOT**

HIGH JOHN THE CONQUEROR ROOT has been considered the **KING** ROOT of the forest. It has been recommended by so-called Root Doctors who, we believe, told their customers to carry the Root for **LUCK, Winnings, and SUCCESS in Love**. We do not sell for this purpose and make no claims that it is valuable as a Luck Bringer. It is sold to you only as a Curio.

LODESTONE has been used by many for the purpose of Drawing **LUCK** such as to Bring in the Winnings in Games, or to Bring Luck in Money Matters or Luck in Love. We make no claims like this and sell it only for people who desire it as a Curio.

GET VAN VAN Brand Oil FREE of Extra Cost
Just order **HIGH JOHN the CONQUEROR ROOT** and **LODESTONE** and receive **FREE** of extra cost 50c Bottle of **VAN VAN Brand OIL**. Get in on this **SPECIAL OFFER** while it lasts. Order all for \$1.00.
ORDER BY No. A-568
PRICE FOR ALL ONLY \$1.00



free MAGNETIC LODESTONE OF EXTRA CHARGE



PERFUME THE HOUSE

Don't let bad, ill, ugly evil smelling house odors spoil your **Success, LOVE, Happiness, and Good Times**. Folks, especially Men, do not like to come to places that smell foul and mean—But they should **love to stay** in Sweet, Pleasant places.

RID YOUR HOME OF BAD EVIL ODORS

Here's how to do it. Wash away any bad stuff around the house. Just pour a few drops of **Floor Wash** in the scrub water and wash Floors, Corners and Closets. Next sprinkle **LUCKY MO-JO Brand SPRINKLING SALTS** behind doors, under Bed, and in Dresser Drawers. **Get Both for only \$1.00** and get Genuine Magnetic Lodestone **FREE** of extra charge.

ORDER BY No. A-556
PRICE FOR ALL ONLY



BUY BOTH LUCKY MO-JO BRAND ROOM SPRAY and SPRINKLING SALTS BOTH for \$1.00

Do you want Folks to come to your house and stay with you? Do you wish to rent out your rooms? Do you wish to keep your husband staying home?



BIG COMBINATION OFFER



\$1.10

BOTH MOJO BRAND PERFUMED CRYSTAL SPRINKLING SALTS and ROOM SPRAY for \$1.10

Alleged GOOD LUCK HORSESHOE Charm FREE OF EXTRA CHARGE



Burn **Lucky Mo-Jo Incense** three times a week according to directions. The sweetness lingers for days. Your friends should love to visit you. Many people have Burned Incense to bring **Good Luck** and to Drive Away Evil. We also offer to our customers **Lucky Mo-Jo Alleged Good Luck Perfume**. It is true that both men and women have used perfumes seeking to bring **Good Luck** in Love and attract Attention and Gain Favors.

FREE of Extra Charge—Buy this bottle of **Alleged Good Luck Perfume** and **Lucky Mo-Jo Incense**. You will receive this handsome silver color horseshoe designed with Wishbone, 4 leaf clover, and inscribed with words **Good Luck**. Even though many use Perfume, Incense and Horseshoe symbols for **Good Luck** we make no claims that any of these articles are Lucky.

ORDER BY NO. A-583

WITH PURCHASE OF Alleged LUCKY MO-JO Brand GOOD LUCK PERFUME and INCENSE...



ORIENTAL TYPE FRAGRANCE SMELLS REAL SWEET LASTS LONG TIME



SEND ALL ORDERS TO

KING NOVELTY CO.

2451 S. MICHIGAN AVE. CHICAGO 16, ILL., U.S.A.

ALL for only \$1.10



Candles

CANDLES have been used in Mysterious Voo-Doo Practices for various purposes. One Book mentions the New Orleans Spell, which was worked by Four Nickels arranged in the form of a Cross with a Candle at the Head and Foot. It also mentions that Candles are regarded as a Protection Against Spells. Another Author tells us Candles have been used, such as: Green Candles to break up Love Affairs; Red or Pink Candles to make a Man Come Home; Red for Victory; Blue Candles for Love; Yellow for Money; White for peace and to Uncross; Black Candles for Invoking Spirits.



One Book tells us that Six Red Candles have been used to Win in Love. 60 pins were stuck in each Candle—30 on each side. A small paper with Sweetheart's name written on it was placed under the Candle. The advice given was to burn one Candle each Night for 6 Nights. For many of our customers who are interested in Burning Candles, we can now supply you with our **BLACK CAT BRAND CANDLES**. We make no claims that these should be burned for **LUCK** Purpose, or for any supposed supernatural Powers. We do know that Burning Candles gives much satisfaction to many people. Order as many as you want. Save Money when you buy a Dozen.

COLORS—Red, Green, Black, White, Yellow, Blue Orange, and Pink.

No. A-311—Two Candles (Give Color). Price. **50c**

No. A-311B—1 Doz. **BLACK CAT** Candles in Box (Assorted Colors). Only **\$1.50**

Candle Wick Anointing Oil with each Dozen.



LUCKY MO-JO Brand Candles

CANDLE BURNING is an old custom which has survived since Biblical Times. In the Church CANDLES have been burned at High Mass, Baptism, etc. We believe that many people derive great satisfaction in **BURNING CANDLES** for any purpose according to their own Heart's Desire. **LUCKY MO-JO BRAND CANDLES** are made from the Highest Quality Ingredients, and are guaranteed to give Good Satisfaction. Because the **BURNING** of CANDLES has been associated with Mythology, Superstition, etc., we thought it would be amusing to our customers to receive a **Zodiacal Reading** with each Box of **LUCKY MO-JO BRAND** Candles. We have also assorted these Candles in our selected special **COLORS** for any particular Birthmonth. We do not claim that the burning of Candles with these **COLORS** has any special significance, but thought our customers would be pleased in receiving an assortment of **CANDLES** as follows:

IF YOU WERE BORN IN

- | | |
|-------|---|
| JAN. | —We furnish Red and Black Candles. |
| FEB. | —We furnish Yellow and Blue Candles. |
| MAR. | —We furnish Blue and Green Candles. |
| APRIL | —We furnish Green and Yellow Candles. |
| MAY | —We furnish Blue and Old Gold Candles. |
| JUNE | —We furnish Red and Blue Candles. |
| JULY | —We furnish Green and Black Candles. |
| AUG. | —We furnish Red and Yellow Candles. |
| SEPT. | —We furnish Old Gold and Black Candles. |
| OCT. | —We furnish Green and Old Gold Candles. |
| NOV. | —We furnish Yellow and Black Candles. |
| DEC. | —We furnish Yellow and Red Candles. |

PRICE PER PAIR
\$1.00

STATE BIRTH MONTH

Order by
No. A-315 . . . **\$1.00**

TWO EXTRA LARGE CANDLES IN BOX

FREE OF EXTRA COST **ZODIACAL READING CHART**



SEVEN DAY CANDLE SET

Enough Candles to Burn 7 Days and 7 Nights without stopping. One Dozen 15 Hour Candles with Ruby Glass. Enough Candles to burn one solid week. These Candles have been used for various Religious Purposes. In some homes candles are kept burning in Religious Devotion.
No. A-308 . . . **\$2.00**



Bayberry Candles



A verse that comes with each Box of Candles is as follows: "A Bayberry Candle, Burned to the Socket, Brings LUCK in the House, Food to the Larder, And Gold to the Pocket." We make no claims that **BAYBERRY CANDLES** bring you **WEALTH, LUCK, or HAPPINESS**. Sold only as Very Fine Quality Candles. Two Green color. Sweet Smelling **BAYBERRY** Candles are packed in a Pretty Box.

A-314—Price **\$1.00**

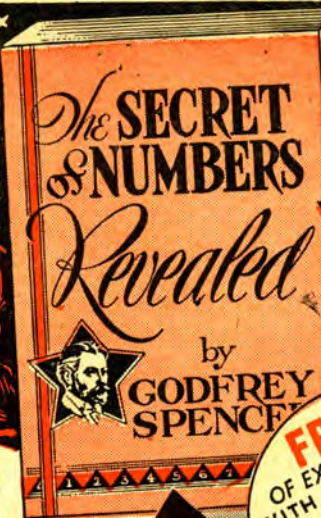
C. O. D. ORDERS If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to **KING NOVELTY CO., 2451 S. Michigan Ave., Chicago 16, Ill., U.S.A.**

The SECRETS of NUMBERS

Revealed!

Godfrey Spencer, the author of this Book, reveals the Secrets of Numbers. This interesting Book contains information on the Following: The Law of Numbers; Character and Influence of various Numbers; Application and Use of Numbers; Meaning of the Birth Number; The Number that Governs the Life; How to Find one's Place of Power; How the Name discloses the Future; How each Single Name affects the Life; The Master Code and How to Find your Winning Number; How to Interpret Dreams and Thoughts so as to give you Proper Number and Number Vibration; How to Find your Lucky Day, Success, Happiness, Love, Money and Life; Choosing a suitable Name for a Child; Names suitable for Marriage. We assume no responsibility for claims made by the Author, but if you are interested in the alleged Magic Power of Numbers, be sure to read this Great Book on the Secret of Numbers, written in a clear, easy to understand manner. Derive many Evenings of Pleasure, Joy, and Entertainment from this Book of Number Secrets. It has been sold by others for more money than it asks. Order your Book Today and learn more about Numbers. This Book of Secrets of Numbers will be mailed to you in a plain wrapper. Send your order Right Now.

Order by No. B-688—Price Only.....99c



FREE
OF EXTRA CHARGE
WITH EACH BOOK
Alleged SEAL of LUCK

ONLY
99c



Are you interested in Dreams and their Number Interpretations? Then Read the Latest, Newest, and Revised Edition of the All Star Lucky H.I.T. Dream Book. Hundreds of Dreams and the author's interpretation of the Dream in Numbers. For example—Dream of a Horse—On Page 29 of this Book, the author gives 915-16. Read in this Book on Page 76, about Names of Women and Numbers—For example—Beulah—318-49; Page 79—Names of Men and Numbers—For example—David—494-44; Page 83—Your Birth Number by Policy Pete; Page 84—Hunches and Numbers; Page 88—Days of the Month and Numbers; Countries and Numbers; Page 90—Birth Years and Numbers; Page 91—Playing Cards and Numbers—For example—Ace of Diamonds—926-205-262. We assume no responsibility for statements made by the Author. The Publishers state they attempted to make this the Best possible Book that would be Efficient and Contain all the information on Dreams a person could desire. Order your ALL STAR LUCKY HIT DREAM BOOK at once. Contains over 6,000 Dreams.

No. B-689—Price Only.....\$1.00

BE WISE

This Book in addition to 84 pages on Dreams and Numbers Interpretations gives Year in which you were Born and Number; Cards and Numbers; Wedding, Anniversaries and Numbers; Letters of the Alphabet and Numbers; Sneezing and their Numbers—For Example—Two Times—269; Past Performances, and Mutual Report for Years, 1931, 1932, and 1933. We assume no responsibility for claims made by the Author, but only give his version. Policy Pete's Dream Book is a Big Seller. If you enjoy such Number Books, Order Yours Today.

No. B-690 Price 50c



NATIONAL DREAM BOOK



Many of our customers like the National Dream Book, because it is chock-full of Dreams. Gives the author's interpretation of the Number that applies to the Dream and Meaning of the Dream—Dream of a Woman—look up its meaning and the Book gives No. 307. We are not responsible for claims made by the author and sell only as a very complete Dream Book. Order yours Now.

No. B-691 66c



PRINCE ALI DREAM BOOK

A Bargain in Dream Books 159 Pages of solid information on Dreams and the Author's interpretation of the Meaning of the Dream and the Number applying to the Dream. Dream of a Man—Look this up in the Book and you will find No. 291. We assume no responsibility for claims made by the Author. If you like Dreams and Numbers you should get much entertainment from this Book.

No. B-692—Price.....77c

REAL BOOK



HERE IS A BARGAIN
Get All 3 Books: The Secret of Numbers Revealed, 99c, 6th and 7th Books of Moses, \$1.00, H.I.T. Dream Book, \$1.00. Total Value \$2.99. Save \$1.00.

No. B-693...\$1.99

C. O. D. ORDERS If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to **KING NOVELTY CO., 2451 S. Michigan Ave., Chicago 16, Ill., U.S.A.**

ADAM AND EVE ROOT



The ADAM and EVE ROOT is a familiar root used by conjure men for so-called Hoodooing. Such Roots we believe were carried around on the person for the purpose of bringing GOOD LUCK, Winning in Love Affairs, Winning in Games of Chance, and almost anything else desired. We, of course, make no claims that the ADAM and EVE ROOT will bring the above mentioned GOOD LUCK. If it does, it may only be a coincidence. We sell only as a Curio or curiosity. Two Roots are packed in a box labeled "MO-JO Brand."

Order by No. A-211 **50c**
2 Roots in Box.....
3 Boxes for \$1.00

Queen Elizabeth ROOT



We believe that this is one of the Roots used by Voodooes for conjure purposes. There are so many stories told by different people regarding the use of Roots for Winning in Love, Drawing Money, Getting Jobs, that we do not know which to believe, but the fact remains that so-called Root Doctors have placed Roots in Red Flannel Bags, and tied these around the neck for so-called Hoodooing. We make no claims that the QUEEN ELIZABETH ROOT is Valuable for this purpose, and sell only as a Curio.

Order by No. A-212 **50c**
Price Only.....
Three for \$1.00

DRAGON BLOOD POWDER



We do not know what it is about this DRAGON BLOOD POWDER that makes it sell fast. Our customers have ordered it time and time again. Many people burn it as an Incense, and derive great joy this way. Whatever you have in mind to use this DRAGON BLOOD POWDER for is your own privilege. If you buy it from us you can be sure that you are getting the Genuine DRAGON BLOOD POWDER.

Order by No. A-204D **50c**
Price per Box.....
3 Boxes for Only \$1.00

LIFE EVERLASTING



One Book on Folklore states that the LIFE EVERLASTING Root has been used for Fever and Toothache. The most interesting thing regarding the Root is the name, LIFE EVERLASTING, and it is probably for that reason that it has been such a Big Seller with us. We make no claims that this Root has any Medicinal Value, and sell only as a Curio. We hope that you will be real pleased with it. Packed in box, under the name, "MO-JO Brand," and mailed in a plain wrapper.

Order by No. A-214 **25c**
Price Only.....
THREE BOXES for Only 50c

SALEP ROOT HAND



This is one of the most odd, weird looking Roots we have ever seen. It is uncanny in appearance and looks like a Human Hand. We have sold more of this Root than any other and we believe this is due to the HAND shape of the Root. Amaze your Friends by possessing this unusual looking root. If you wish to get this HAND SHAPED ROOT send 50c for two Roots packed in a Box, or Three Boxes for Only \$1.00. Order Yours Today.

Order by No. A-215 **50c**
Price Only.....

SOUTHERN JOHN THE CONQUEROR ROOT



The Southern John the Conqueror Root is a famous Root, well known by many Folks in our Southern States. It is indeed an odd looking Root. We have sold many thousands of these Southern John the Conqueror Roots to many of our customers who enjoy possessing one. Would you like this Curio? If so, order your Southern John the Conqueror Root. Comes packed in a box under the name "MO-JO Brand." Sent in a plain wrapper.

Order by No. A-216 **50c**
Price per Box.....
3 Boxes for Only \$1.00

FIVE FINGER GRASS



This plant has a leaf divided in Five Segments. We believe that this Root has been used by many people for Hoodooing, that is, for the purpose of Warding Off Evil and bringing Good Luck in Money Matters and Love Affairs. However, we do not claim that the Five Finger Grass will Drive Away Evil or Bring Good Luck, and sell only as a Curio. Comes packed in a box under the name MO-JO Brand.

Order by No. A-217 **50c**
Price per Box.....
3 BOXES for Only \$1.00

DRAGON BLOOD STICKS



Many of our customers like to carry the DRAGON BLOOD STICKS as a Curio. We do not know what the reason is, but have heard someone state that the Genuine DRAGON BLOOD STICK is very LUCKY. We are not telling you this that you should buy it for this purpose, but thought that you might be interested in hearing about anything that has been claimed LUCKY. If you wish the Genuine DRAGON BLOOD STICK, we make no claims that it is LUCKY, and sell it only as a Curio, packed in a box, under the Trade Mark "Mo-Jo Brand."

Order by No. A-218 **50c**
Price per Box.....
3 Boxes for Only \$1.00

PLANT of PEACE



A Book on Folklore tells this about the PLANT of PEACE (Arisaema triphyllum):—"Take the leaves, rub on hands."

Use to make "Hands" to bring Security and Peace—to Protect you from enemies. We are stating a belief regarding the PLANT of PEACE, and do not sell it with any claims that it will bring Security, Peace, or Protect from Enemies. If you wish to possess the PLANT of PEACE Root, as a Curio, send your Order Today. Packed in a very attractive box.

Order by No. A-220 **50c**
Price per Box.....
3 Boxes for Only \$1.00

DEVIL'S SHOE STRING



A certain Book on Folklore gives the following belief regarding DEVIL'S SHOE STRING:—"Cut Root into small pieces, put camphor or whiskey on it, rub on your Hands—Will give you control over any woman. Carry a bit in your pocket, no snake will bite you; Lay a piece in a man's path, he will never have any more money; Use it for a Gambling "Hand." We make no claims that this Root will have any supernatural effect as above mentioned, and sell only as a Curio.

Order by No. A-228 **50c**
Price per Box.....
3 Boxes for Only \$1.00

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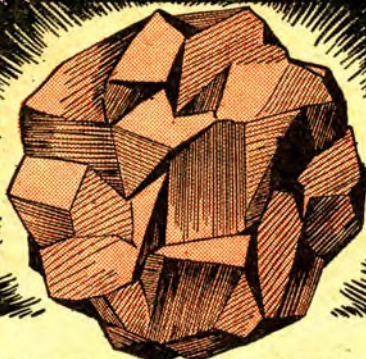
KING NOVELTY CO.

2451 S. MICHIGAN AVE.
CHICAGO 16, ILL., U.S.A.

Magnetic **LODESTONE**

GENUINE MAGNETIC

The Romans believe that the **LODESTONE** kept husband and wife faithful and their **Love** secure. Orpheus attributes to the **LODESTONE** the power of attracting the **Love** of gods and men and it was frequently set in Wedding rings for this purpose.



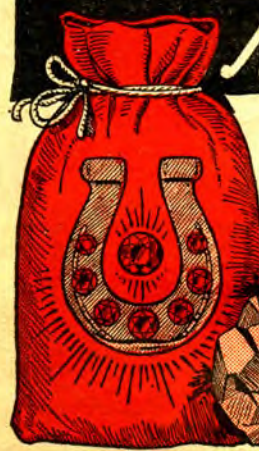
HIGHEST QUALITY

In India the **LODESTONE** is believed to give vitality and health to those who wear it, and it is very popular amongst Mohammedans as a Talisman against **Evil Spirits**. In Elizabethan days mariners had great faith in this stone as a preservative from shipwreck, and also as an Amulet against gout if worn against the skin.

MAGNETIC: Hoo-Do Men from the land of Dixie made **Conjure Bags** in which they placed pieces of Lodestone, for the purpose of **Hoodooing**, **Driving Away Evil Spirits**, Drawing Folks to you, or so-called **Home Breaking**, and **Good-Bye Enemy Tricks**, **Job Getting**, and general **Good Luck**. We have known many people who would not be without carrying a **LODESTONE** around with them. We have found this especially true among Folks that like to do Gambling, Play Horses, and Number Games of Chance, and who wish to win in **Love Affairs**. We do not sell this **LODESTONE** for any of these purposes; neither do we make any claims that it is **LUCKY**, or that it will **Drive Away Evil Spirits**, but sell only as a curio, and the use, which you wish to put it is your own affair. We do, however, guarantee that this **LODESTONE** is Genuinely, **Magnetically Alive**, or your money refunded. We have taken extreme care in securing only the best grade of **LODESTONE**. If you wish this Genuine, **Magnetically Alive** piece of **LODESTONE**, send your Order **NOW**.

Order by
No. A-208
Price Only **50c**
3 for \$1.35

Novel **LODESTONE** Fixed in BAG



WITH
**LODESTONE
POWDER
AND
MAGNETIC
SAND**

LOADSTONE CARRYING BAG

A Book on Folklore states that an old Conjuror made a **Job Getting Hand** by sprinkling steel filings upon **Lodestone**, (to draw a person to you), and tied all these in a **Red Flannel Bag**. Instructions were to wear this over your Heart, look your man straight in the eye, and concentrate upon getting it. We have Prepared This Wonderful **Curio Bag**, which consists of **TWO** Genuine Magnetic **Lodestones**, together with a generous supply of **Lodestone Powder** and **Magnetic Sand**, and placed all in a **Red Flannel Carrying Bag**. We make no claims that this combination of articles is **LUCKY**, or has any Supernatural Power, and sell only as a Curio. The **TWO Lodestones** are guaranteed Genuine, and are especially selected to have **Magnetic Power**. **Red Flannel Bag** included.

Order by No. A-504 **\$1.00**
Three for Only **\$2.00**

LODESTONE Powder

Draws to Lodestone

Steel dust, or so called, **Lodestone Powder**, was used for **Conjure** purposes, placed in **Red Flannel Bags**, together with **Lodestone** and other so called **Luck Pieces** for the purpose of bringing **Good Luck**, **Driving Away Evil**, etc. The steel filings were also sprinkled upon **Lodestone** to draw a Person to you and get a Job. We make no claims to this effect, or that this so called **Lodestone Powder** will bring **LUCK**, or **Drive Away Evil**, and sell only as a Curio. Order yours **NOW**. Send 25c for one package or 50c for three.

Order by No. A-204X **50c**
Price Only



MO-JO BRAND **MAGNETIC SAND**

NO EXTRA CHARGE FOR RED FLANNEL BAG

We have many calls for this Magnetic Sand. Many of our customers like to carry a little in a **Red Flannel Bag**, or sprinkle it on a piece of **LODESTONE**, and believe it to be **LUCKY**. It is Magnetic Iron Oxide, and for that reason we have given it the name of **Magnetic Sand**. We make no claims that it is **LUCKY**, and sell only as a Curio. It comes packed in a Glass Jar, and we furnish a **Red Flannel Bag** without extra charge. Order yours **Today**.

Order by No. A-207X **50c**
Price Only
Three for Only **\$1.35**



HOW TO ORDER Just write Catalog Number, How Many and Price. No need to write a long letter. The Company pays postage when you send full amount of money with order. On C.O.D. orders send at least 50c deposit. Send Cash, Stamps or Money Order. Write your Name and Address Plainly.

SACHET LOVELY POWDERS

LUCKY Alleged GOOD LUCK MO-JO PERFUME



USED BY MANY
TO HELP IN LOVE

Keeps
You
Sweet



**ATTRACT ADMIRING ATTENTION FROM
THE MEN FOLKS**

Rub Sachet Lovely Powder on your body. Give yourself a chance to win in love by keeping your person fragrantly perfumed with these wonderful, sweet smelling Sachet Powders. You'll be pleased with the delightful fragrance of these Powders which many say is enticing.

PUT IN BAG—TIE AROUND NECK

Place a little powder in a bag and tie around the neck or place a little on the body each morning. Surrounds you with a delightful perfume and keeps you sweet all day. Sprinkle in your dresser drawer to keep clothes sweet. While many say that these powders have brought them Good Luck we do not make these claims but sell only as a delightful fragrant, Sachet Powder.

Order by No. A-204
Price Only

60c

3 Jars for Only \$1.50



Dreamy
Fragrance

Sweet
Lasting

**Sweet Perfume
Attracts Attention**

HE LOVES HER—SHE SMELLS SO SWEET

Thrilling, enchanting Oriental fragrance wins many friends for users of this perfume. Some people use it when they wish to be attracted to the opposite sex or gain favors. Order a bottle now. Try it yourself on handkerchief or clothes or rub a drop or two behind the ears.

SWEET PERFUME ATTRACTS ATTENTION

The charm of this exquisite perfume is loved by all. Its sweet smelling, soothing odor lingers about you like a fascinating dream. Order a bottle of Alleged GOOD LUCK Perfume today. We believe you will be thrilled with its sweet fragrance. Many claim that they have been Lucky in Love through the use of certain perfumes. However, we make no claims to this effect or that this perfume is LUCKY but sell only as a high grade perfume possessing a delightful, Oriental type, long lasting fragrance.

Order by No. A-203
Price Only

60c

3 Bottles Only \$1.50

LOVE ME TONIGHT PERFUME

and
FREE
OF ANY EXTRA COST

HOW TO MAKE LOVE
Or the Secret of Love
Making Explained

Here is your chance to get this wonderful book **FREE** of extra charge. This book tells about **The Great Secret of Wooing and Winning—Tells How to begin Courting; To get Over Bashfulness; To Win a Girl's or Man's Consent.** We assume no responsibility for statements made by the Author.

LOVE ME TONIGHT PERFUME

Are you looking for a **Secret Odor** to help you be more Attractive and draw the attention of others? Then, why not make this marvelous **LOVE ME TONIGHT** Brand Perfume help you to success in **LOVE** and **Romance.** It smells so good, and it may be a **Winner.**

SWEET Lasting Perfume. Here is your chance to buy a bottle. Even though many people believe some perfumes to **Bring Luck in Love** such as **Winning a Sweetheart** or **Bringing Back a lover,** we make no claims like this for **Love Me Tonight Perfume.** We sell to you for its wonderful long lasting fragrance. It should bring you great delight. Regular price of perfume is \$1.00 and we give you **FREE** of extra charge the book entitled **How to Make Love or the Secret of Love Making Explained.** This is sure a **BARGAIN.** Order yourself BOTH right now.

Order by No. A-588



**HOW TO
MAKE
LOVE
BOOK**



GET BOTH for only \$1.00

SEND ALL ORDERS TO **KING NOVELTY CO.** 2451 S. MICHIGAN AVE. CHICAGO 16, ILL., U.S.A.

LUCKY CAT Brand INCENSE POWDERS

MASTER KEY Brand INCENSE POWDERS



EACH \$1.00

USE IT NOW POWERFULLY STRONG PERFUME

Do you want to be thrilled? Use a **NEW INCENSE** different from anything offered you before. Order this **LUCKY CAT Brand Incense Powders**. It's made from the finest Incense Ingredients and it is perfumed **POWERFULLY STRONG**. You perhaps already know that the Bible says: **Burn Incense**. Read Exodus XXX. You also perhaps know Incense has been **USED** by many people for the purpose of driving away **EVIL SPIRITS** and **Bringing GOOD LUCK**. We do not claim that **LUCKY CAT Brand Incense** is of any value as an Evil

Spirit Remover or **LUCK BRINGER** and tell you that this may be only a superstitious belief. We do sell it however as **POWERFULLY STRONG** Perfumed Incense. Use it every day to keep your home smelling sweet. Order your **LUCKY CAT Brand Incense Powders NOW**.

Order by No. A-201N
Price only

\$1.00

BIBLE SAYS BURN INCENSE

The use of Incense is as old as the Bible. Read Exodus XXX: "Thou Shalt make an Altar to burn Incense on." **FRANKINCENSE** and **MYRRH** have been mentioned in the Song of Solomon and twice in the New Testament. **MASTER KEY Brand INCENSE** contains genuine Olibanum which we believe to be the same as the **FRANKINCENSE** mentioned in the Bible. This **MASTER KEY INCENSE** also contains other ingredients and fine sweet smelling perfumed oils that make it really different from any incense we ever offered to our customers. When you burn it you notice the most delightful soothing aroma. The perfume that fills your home should be the answer to your desire for a new thrill. It is **POWERFULLY STRONG**. You may have been yearning for just this fine Incense.

Order by No. A-201D
Price Only

\$1.00



HIGH JOHN the CONQUEROR PERFUME



Certain Hoo-Doo Doctors have recommended **HIGH JOHN CONQUEROR ROOT** to conjure **LUCK** in **MONEY MATTERS**, and **LOVE**. We make no claims that **JOHN the CONQUEROR ROOT** will do this. However, for those who wish it as a Curio we have placed this **ROOT** in a Bottle of Perfume, which we have given the name of **JOHN the CONQUEROR PERFUME**.

ROOT IN BOTTLE



HAS NO-HARRA PERFUME

A Book tells us about various Paraphernalia of Conjure mentions that **HAS NO-HARRA** brings **LUCK** to Gamblers. We are acquainted with the fact that preparations and articles of this have been used by people for such things as bringing about **Winning in Money Matters**, as well as **Love Affairs**. We make no claims that **HAS NO-HARRA** will bring about any **Supernatural**, **Unearthly**, or **Unearthly Accomplishments**, and sell only as a Curio. Directions on Every Bottle.

Order by No. A-411
EACH BOTTLE

\$1.20
All 3 bottles for \$2.40.



BIG SELLER—ORDER A BOTTLE NOW
Let **HIGH JOHN the CONQUEROR PERFUME** be your **Secret Order** to help you be more Attractive and Draw the Attention of Others.
Order by No. A-203C
Price only **\$1.20**
3 Bottles for Only \$2.40

Essence of BEND-OVER

It mentions in a Book that tells about the paraphernalia of Conjure that **ESSENCE OF BEND-OVER** has been **USED TO RULE AND HAVE YOUR WAY**. From this we assume that people who are anxious of having their own wishes or desires brought about have used **ESSENCE OF BEND-OVER**. We do not sell for this purpose and make no claims that it will bring about any **Supernatural** occurrences. If you desire **ESSENCE OF BEND-OVER** as a Curio, you may use it to keep your Home smelling Sweet.

ORDER BY NO. A-412
PRICE ONLY **\$1.20**



HOW TO ORDER Just write Catalog Number, How Many and Price. No need to write a long letter. The Company pays postage when you send full amount of money with order. When you want order C. O. D. you pay postman amount of order plus postage. On C. O. D. orders for over \$3.00 send at least 50c deposit.



The Great GO-BO BRAND NUMBER INCENSE

Amazing! NUMBERS COME OUT IN ASHES!

The GREAT GO-BO Brand Novel NUMBER Incense seems to be the most Weird looking, the most Mystic looking Incense known to man. Just burn a piece and see for yourself—NUMBERS appear almost like MAGIC in the ASHES. Like the Handwriting on the Wall. You'll be Amazed. You will Marvel! Unfailingly—Without a falter—Little by Little—Surely—each NUMBER creeps into Form. Buy a Box Now. See this MYSTIC PERFORMANCE yourself. You should be pleased. Many of our customers might buy this Incense believing they are going to get a LUCKY NUMBER, but we, of course, make no claims to this effect, and sell only as a very New, Novel Incense. When lighted and burned NUMBERS appear in the ashes, but we do not claim that these NUMBERS are of any value. Great

Fun and Amusement can be derived, and you might amuse yourself with different Games that might be interesting when burning this Incense.

NUMBERS GUARANTEED TO COME OUT IN THE ASHES.

Just take a piece of INCENSE out of the Box and light it. Then watch the NUMBERS COME OUT IN THE ASHES. No. A-201C

PRICE \$1.00 ONLY... 3 For \$2.00



The KEY has been used as a Talisman and Charm in India to keep off and scare away the Evil Spirit. It has been worn for LOVE, WEALTH, and HAPPINESS. We make no claims that it will bring LUCK, or drive away Evil and sell only as a Curio.

Order by No. A-249
Price only.....

THREE FOR ONLY \$1.00

only 50¢



MO-JO BRAND MAGNETIC SAND



LUCKY MO-JO Brand Perfumed SPRINKLING SALTS

Drive Out Evil, Bad Smelling Odors—Rid Your Home of Bad Messes—Just sprinkle a little in the corners of rooms, closets, under chairs, behind doors, under bed, in dresser drawers. Attract and Hold Your Friends—Help LOVE, Romance, and Happiness, last for you, by keeping your Home and your Clothes smelling Sweet with LUCKY MO-JO Brand PERFUMED CRYSTAL SPRINKLING SALTS. Get a Bottle Today.

Order by No. A-270
Price only.....

50c

Many of our customers like to carry a little in a Red Flannel Bag, or sprinkle it on a piece of LODESTONE, and believe it to be LUCKY. It is Magnetic Iron Oxide, and we have given it the name of Magnetic Sand. We make no claims that it is LUCKY, and sell only as a Curio. Packed in a Glass Jar, and we furnish a Red Flannel Bag without extra charge. Order yours Today.

No. A-207 \$1.00
Price only

Three for Only \$2.00

Draws to Lodestone. Steel dust, or so called, Lodestone Powder, was used for Conjure purposes, placed in Red Flannel Bags, together with Lodestone and others called Luck Pieces for the purpose of bringing Good Luck, Driving Away Evil, etc. We make no claims to this effect, or that this so called Lodestone Powder will bring LUCK, or Drive Away Evil, and sell only as a Curio.

No. A-204F \$1.00
Price only...



C. O. D. ORDERS If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to **KING NOVELTY CO., 2451 S. Michigan Ave., Chicago 16, Ill., U.S.A.**

Alleged LUCKY SYMBOL RINGS



CHINESE, Orientals, and People of the Far East are known to wear certain Rings as symbols of **GOOD LUCK**. You may call it mysticism of the Orient, but it has been said that the wearing of Jewelry is traceable to superstitious faiths in their efficacy as preventatives against **EVIL**, and as a **CHARM** to in some way bring **GOOD LUCK, POWER, and SUCCESS**.

CHINESE LETTERS ON RING

The manufacturer of this ring states that the Chinese Symbol spells out **"GOOD LUCK."** Even though many of our customers may believe that this Ring will bring **LUCK**, we make no representations to this effect and sell it as a very Attractive piece of Jewelry.

ORDER THIS RING

Amaze your Friends—Be first to wear this Curio Ring, with the Chinese writing **"GOOD LUCK."** Order your alleged **CHINESE GOOD LUCK** Ring now at this bargain price—**98c**. Send piece of string or slip of paper showing finger size. You should get enough pleasure wearing this Ring to more than pay for the small price we charge. We only have a limited supply, so please **Send Your Order Today!**

Order No. J-133—

Price Only.....

98c

3 Rings for Only \$1.96

3 WISE MONKEYS RING

Alleged **LUCKY** Symbol Ring

The 3 Wise Monkeys are symbols of **"Speak no Evil—See no Evil—Hear no Evil"**. Garos of Assam performed the ceremony of leading a monkey inside every house in the village for purpose of frightening and driving out Evil Spirits. Some customers like to wear this Ring as a symbol of Luck, but we make no claims that it will bring Luck and sell only as a Curio Ring.

No. J-134 \$1.20

Price.....



GREAT WHITE ELEPHANT

WONDERFUL RING

This may be regarded as symbol of **ELEPHANT** Headed God of **Luck, Success and Happiness**. We however make no claims that this ring will bring **Good Luck** and sell only as a very elegant ring. Send piece of string or paper for size.

No. J-13 Price.....

98c



SKULL AND CROSS BONES

NOVEL RING

The **SKULL** has been regarded as a Protection against the Powers of Evil. Many people like to wear this type of Ring as a symbol of **Good Luck**. If you wish to wear this Ring as an ornament or a **LUCK** Symbol you may do so but we make no claims that it is **LUCKY** or that it will Drive away Evil Spirits but sell only as a weird mystic looking ring. Send piece of string or paper for size.

No. J-138 Only.....

98c



ALLEGED LUCKY HAND

LOVE—FRIENDSHIP RING

The **HAND** was considered by some of the Ancients as a **Protection** Against Evil particularly the Evil Eye. We make no claims to this effect but sell as a fine piece of jewelry. Beautiful bright Silver color mounting designed with clasping hands; a symbol of **Love and Friendship**. Send piece of string or paper for size.

No. J-261 Price Only.....

98c



ALLEGED LUCKY SYMBOLS

GOOD LUCK RING

Here is a handsome highly polished **SILVER** color Ring fashioned with **Horseshoe, Wishbone, 4 Leaf Clover** and Inscription **Good Luck**. We make no claims that this ring will bring **Good Luck** but sell only as fine jewelry. Send piece of string or paper for size.

No. J-457 Price.....

98c



3 HEADED SNAKE RING

AMAZING CURIO RING

A **Snake's Head** Talisman was worn by the Ancients to **Protect** its wearer from the attacks of an Evil being. The **Snake** was also regarded as a **Symbol of Might and Power**. We make no claims that this ring will bring **Luck** or Drive Away Evil but sell only as a curio. Amaze your friends. Fits any finger.

No. J-150 Price.....

98c

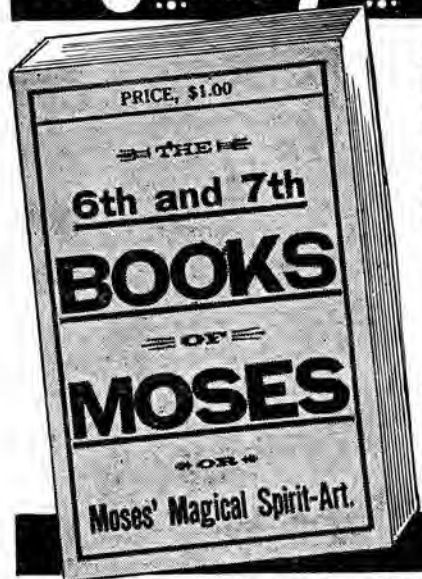


SEND ALL ORDERS TO

KING NOVELTY CO.

2451 S. MICHIGAN AVE. CHICAGO 16, ILL., U.S.A.

THE 6TH AND 7TH BOOK OF MOSES



Contains exact copies of over 125 SEALS, Signs, Emblems, etc., used by Moses, Aarons, Israelites, Egyptians, etc., in their Magical and other Arts. Moses, the Great Law Giver of Israel, acquired, as he resided at the Court of Pharaoh, many Egyptian Arts and Secrets in his constant intercourse with learned men. The 6th and 7th Books of Moses are pronounced by many people the most wonderful works ever published. It is even said that millions never undertake any important steps in life relative to finance, exchange, health, and the general welfare of man, without seeking from its pages ADVICE and GUIDANCE. Of course, we take no responsibility for the statements made in this book.

COPIES OF 125 SEALS ARE SHOWN.

- Fig. 1. The Seal of the Great Breast Plate of Moses.
- Fig. 2. Special Seal of Treasure.
- Fig. 3. Seal of Long Life and Fortune.
- Fig. 4. Love, Respect, and Affection.
- Fig. 5. Seal of Long Life, Treasure, and Health.
- Fig. 6. Seal of Power.
- Fig. 7. Seal of Dreams and Wisdom.
- Fig. 8. Seal of Earth's Treasure.

And many more SEALS which we do not have room to mention here. The four great divisions of the Spirits of the Air, Fire, Water, and Earth, are given with illustrations such as The Breast Plate of Moses, The Great General Seal of Citation, —Spirit of the Burning Bush, and many others. This wonderful work is sure to educate and please you. Order your 6th and 7th Books of Moses NOW.

Order by No. B-609

Price Only \$1.00

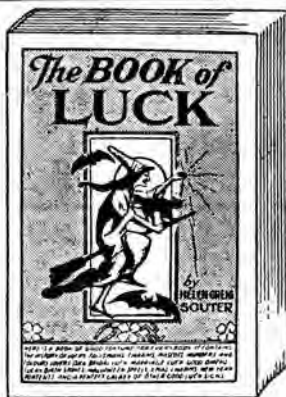
POW-WOWS OR LONG LOST FRIEND



3 Witches Dream Book

This interesting book contains a full list of Dreams and tells supposed LUCKY NUMBERS that apply to the Dreams—Combinations of Cross Saddles, Gigs, and Horses—Full information of supposed Fortunate Numbers attached to every Dream—Also many pages of interesting information, Recipes, Points of Law. We do not, of course, hold ourselves responsible for any statements or errors made in or concerning this book but simply give the Author's version. This book contains 178 pages that may be very interesting to the reader.

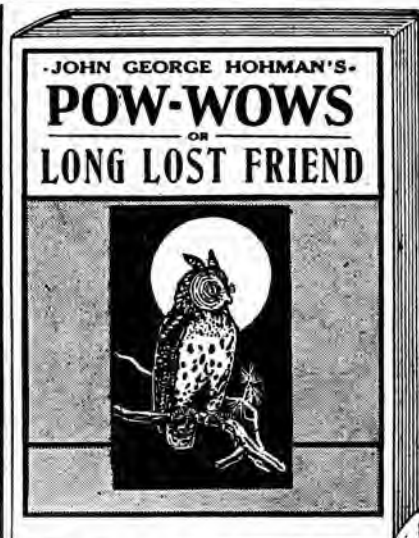
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Price Only 50c



BOOK OF LUCK

This interesting book contains information on the following subjects: Ancient Talismans, Amulets, Charms, Love Potions, Marriage Superstitions, Lucky Wedding Days, Good Omens, The Bridegroom's Luck, Significance of Precious Stones, the Luck of Numbers, the Luck of Lovers, the Luck of Children, Lucky Horseshoes, Lucky Flowers, Lucky and Unlucky Animals, Christmas Charms and Spells, An Old Time Love Spell, New Moon Charms. We assume no responsibility for claims made by the Author, but simply give his version. Are you interested in LUCK? Then order this Book and read about LUCK.

No. B-610
Price Only 50c



This Book — One of Our Biggest Sellers

This book is supposed to contain a collection of the most valuable Arts and Remedies with many proofs of their Virtue in Healing diseases, etc. The celebrated Author, John George Hohman, claims that: "Whosoever carries this Book with him is safe from all Enemies, Visible or Invisible, and whosoever has this book with him cannot die without the Holy Corpses of Jesus Christ, nor Drown in any Water, nor Burn in any Fire, nor can any unjust sentence be passed upon him, so Help Me." Some of the Contents of this interesting Book are: How to Compel a Thief to return Stolen Goods; How to Extinguish Fire without Water; How to Find All Kinds of Metals; How to Banish All Kinds of Pain; How to Compel a Thief to stand still, How to Fasten or Spellbind Anything; Protection of One's House and Hearth; A Charm to be Carried About the Person, and Hundreds of Real and Valuable Secrets. We do not, of course, hold ourselves responsible for any statements or errors made in or concerning this book, but simply give the Author's version and claims.

Order by No. B-624
Price Only \$1.00



GENUINE VIRGIN PARCHMENT PAPER

This is the imported, Genuine Parchment, that we believe is used by Adepts, and others for making alleged LUCKY Talismans, Seals, Scrolls, Charms, and Amulets. With the 6th and 7th Books of Moses in your possession, it should be easy to copy any seal you desire to suit your own special purposes. We make no claims that Seals on Parchment will produce LUCK, and sell only as a Genuine Parchment, imported from England.

No. A-234—Size 3x6 inches.....50c
3 Pieces—3x6 inches, for only.....\$1.00
No. A-235—Size 2x16 inches.....\$3.00
No. A-237—Special Blood Red Ink.....50c

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\$1.00 BUYS ALL

ALL for **\$1.00**

ALLEGED ROOT DOCTORS' HAND



RED FLANNEL BAG



YELLOW BRIMSTONE

SAMPSON'S SNAKE ROOT

MAGNETIC LODESTONE

HI-JOHN THE CONQUEROR ROOT

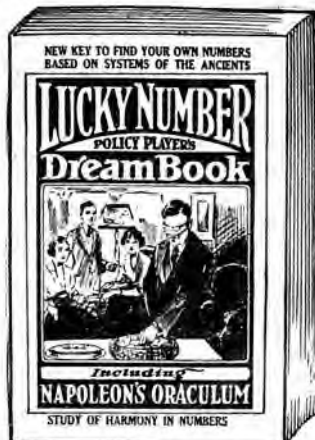
DEVIL'S SHOE STRINGS

A BIG BARGAIN \$1.00 ALL THIS FOR ONLY \$1.00

A HAND made by an old-time Conjure Man consisted of the following: One piece of Samson Snake Root and a piece of "Devil's Shoe String." This was first wrapped in a piece of Black Cloth folded always toward the maker sewed with White Thread and then incased in a Red Flannel Bag. The Conjure man said that the whole should be thoroughly wet with Whiskey or Camphor at regular intervals and should always be carried with you. It was stated that such a Bag brings things to you and the twine-like roots of "Devil's Shoe Strings" ties them close and the folding of the cover towards you insures you GOOD LUCK in Gambling. We make no such claims for these goods as that they have any supernatural or extraordinary Power and do not sell for that purpose. We sell only as Curios. This Outfit of Curios consists of One Samson Snake Root, One "Devil's Shoe String," One Magnetic Lodestone, One HI-JOHN the Conqueror Root, One Witches Dream Book, One piece of Yellow Brimstone and One Red Flannel Bag. We assume no responsibility for claims made by the author of this Book. The Total Value of these Curios bought separately from us would amount to \$3.75 but if you order this COMPLETE OUTFIT Now, the price for all is Only \$1.00.

Order by No. A-529

Price only \$1.00



LUCKY NUMBER DREAM BOOK

In this book you will find the Author's interpretation of DREAMS and NUMBERS to which they apply. Some of the contents are:—Dreams and NUMBERS; Good Combinations to Play; Table for Finding NUMBERS; Ladies' List of NUMBERS; Gent's List of NUMBERS; The Book also gives the author's explanation of the Dream. Many people would not think of being without one of these DREAM BOOKS. We assume no responsibility for claims or statements made by the author but only give his version. We hope you will get great amusement and pleasures from this fine Book.

No. B-612

Price Only \$1.00



BUY THIS GET FREE
OF EXTRA COST
VAN VAN
PERFUME



VAN VAN OIL

PAY ONLY \$1.00 for this \$1.50 CATALOG VALUE



VAN VAN INCENSE



My Good Friends,

If you haven't tried VAN VAN Perfume yet, you don't know what you are missing. This Wonderful Perfume is really Strong and Good. It is well known that Good Sweet Perfume, when used by women, has helped Attract the men folks. While we make no claims that VAN VAN Perfume is Lucky in this respect, we do hope that it will give you great Satisfaction, and that if you wish to induce Love, because of Sweet Perfume, that this Wonderful VAN VAN Perfume should be a great aid to you. And that's not all we want to tell you! You don't have to pay one single, extra cent for this elegant VAN VAN Perfume. You get it FREE of extra cost when ordering the Famous, Original VAN VAN Brand INCENSE 50c and VAN VAN Brand OIL 50c—Both \$1.00. You also get FREE of extra cost the MASTER KEY, designed on Parchment Paper, \$2.00 Value for only \$1.00. Order now.

Order by No. A-511

GET ALL—PRICE ONLY \$1.00

ALSO GIVEN Alleged MASTER KEY TALISMAN
ON PARCHMENT PAPER

HOW TO ORDER Just write Catalog Number, How Many and Price. No need to write a long letter. The Company pays postage when you send full amount of money with order. On C. O. D. orders for over \$3.00 send at least 50c deposit. Send Cash, Stamps or Money Order. Write Name and Address Plainly.



Genuine SWISS WRIST WATCH

- STAINLESS STEEL EXPANSION BAND • IMPORTED MOVEMENT • BRIGHTLY POLISHED CASE • EASY TO READ NUMERALS • LUMINOUS DIAL • GUARANTEED MOVEMENT • SWEEP SECOND HAND

LOOK YOUR BEST

Feel and look like a million. Wear this Genuine Imported Swiss Watch. Elegantly styled and perfectly timed. Gives you a classy appearance. Fitted with a brightly highly polished Silver color Stainless Steel Expansion Band that shines with Brilliant Lustre, and fits wrist comfortably. You'll be proud of this streamlined high grade superior quality Watch. For the right watch and the right time order yours today.

Order by No. JW-901E

Price with Expansion Band only..... **\$6.95**



Alleged Lucky African Lion Symbol Ring

From Ancient writings we learn that some people used charms such as the LION, symbolic of Strength to drive away EVIL SPIRITS. This ring could be worn as such a symbol but we make no claims that it will produce luck or drive away evil, and sell only as a handsome ring.

No. J-128—Price only..... **\$1.00**



BLACK CAT RING

The Chinese believed the cat is an insurance of **Good Luck**, to its owner. The Older the cat, the greater the LUCK it was believed. For people who are interested in wearing a symbol of the alleged **LUCKY BLACK CAT**, we had this ring especially made. Elegant figure of Black Cat in center and words Good Luck on sides. We make no claims that this ring will bring Good Luck. Send strip of paper for size.

No. J-132—Price only..... **\$1.00**



BIG 3 Alleged LUCKY SYMBOL RING

This ring has 3 of the best known Alleged GOOD LUCK Symbols: 1—Four Leaf Clover; 2—Wishbone; 3—Horse Shoe. Ring is inscribed with words Good Luck. We make no claim that wearing this ring will bring Good Luck or Success as many people think and sell only as a very unusual ring that you may be proud to wear.

No. J-149—Price Only..... **98c**



RACE HORSE Alleged LUCKY SYMBOL RING

Among the ancient Tuteons the HORSE was held to be the most Holy of Animals. The Horse's Head was used over a dwelling as a Talisman for Good Luck. We make no claims that wearing this ring will bring Good Luck but sell this ring that has on it a Horse

Shoe, Horse Head and Four Leaf Clover only as a Handsome Curio Ring. Order today and amaze your friends. Send strip of paper or piece of string for finger size.

Order by No. J-125—Price Only..... **\$1.00**

KING TUT RING

Here is indeed a Mystic, Odd looking Ring, with Sheik's head around which is entwined Two Snakes. The Egyptians placed the Snake around the heads of their Gods as a symbol of Royal Might and Power. We make no claim that this ring will bring luck or power and sell only as a symbolic curio piece of jewelry. Send strip of paper or piece of string for ring size.

No. J-131—Price Only..... **50c**



Pocket WATCH and CHAIN WITH ALLEGED LUCKY RABBIT'S FOOT

A PRIDE AND JOY TO WEAR. Here's a Watch, Chain and Rabbit's Foot Charm that should gladden the hearts of all who own one. The Watch is guaranteed to keep good time. Silver color highly polished metal. Real handsome and elegant to look at. Front dial shows time down to the very second. Protected by non-breakable crystal. A real prize beauty. Wear it with fancy link silver color watch chain that adds class and flash to your appearance. Chain is designed to match the watch, and on end of the chain there is a genuine rabbits foot watch charm that comes FREE of extra charge. You'll be proud to possess such a beautiful set, watch chain and rabbits foot. Your friends should be amazed, Order yours now, at this special bargain price.

No. JW-965

FREE OF EXTRA COST
RABBITS FOOT WATCH CHAIN

ALL ONLY **\$3.98**



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LOVER'S SECRETS



Most everyone wants Love. Are you missing a Happy Life? Can you hold the Love of your husband, wife, or friend? Can you captivate, fascinate, Win and Hold the one you Love? These two books tell you how to act—What to say—What to do—How to win a girl's or man's consent—How to improve your beauty. A bottle of alleged Good Luck Perfume also included. We assume no responsibility for claims made by the authors of books, but simply give his version. Order by name, "Lover's Secrets Outfit."

No. A-523
Price Only

98c

SPECIAL OFFER—SAVE MONEY

1 Model Book of Love Letters.....	35c
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JOHN the CONQUEROR Brand FLOOR WASH



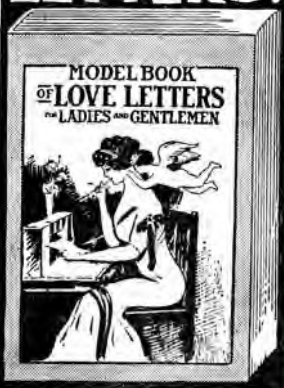
Enjoy a Happy Home Life. CLEAN AWAY foul, bad odors in the house. Just pour one or two teaspoonfuls of JOHN the CONQUEROR Brand FLOOR WASH in a pail of water. Wash Floors, Scrub Woodwork, and clean Doorsteps. Get into corners of rooms, closets and dark places. This Highly Perfumed JOHN the CONQUEROR Brand FLOOR WASH helps the room smell Sweet and Pleasant. Folks should love to visit you and should want to stay in your house often. Men like the odor of Good Perfume, too, and should be glad to stay home and enjoy it. Wash away the mess and invite Folks to stay. JOHN the CONQUEROR Brand FLOOR WASH really does the work of making a home Sweet smelling. Just sprinkle a little in the corners of rooms, closets, under chairs, and behind doors. You should love the Sweet, Romantic Fragrance.

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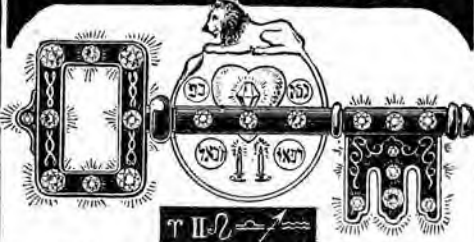
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HOW TO WRITE LOVE LETTERS!



MASTER KEY on Genuine PARCHMENT PAPER



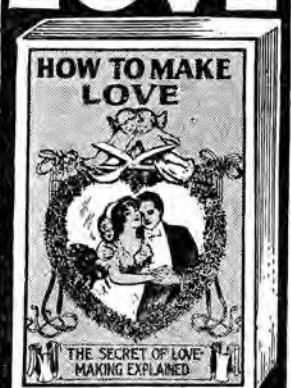
The KEY has been used as a Talisman and Charm in India to keep off and scare away the Evil Spirit. Among the Singalese Tribe, who believe they are constantly surrounded by Evil Spirits, there are some men and women who would not venture out of the House without a bunch of KEYS in their hands, for without such a Talisman they would fear that some DEVIL would take advantage of them. These have been worn for LOVE, WEALTH, and HAPPINESS, and it was a very important Talisman to both the Ancient Greeks and Romans. Many of our customers like to buy our Artist's conception of the MASTER KEY, reproduced on Genuine Parchment in Blood Red Ink. We make no claims that it will bring LUCK, or drive away Evil and sell only as a Curio. This Master Key on Genuine Imported Parchment is one of our Biggest Sellers. If you wish to possess one, send your order NOW.

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THREE FOR ONLY \$1.00

HOW TO MAKE LOVE



How to Write LOVE LETTERS

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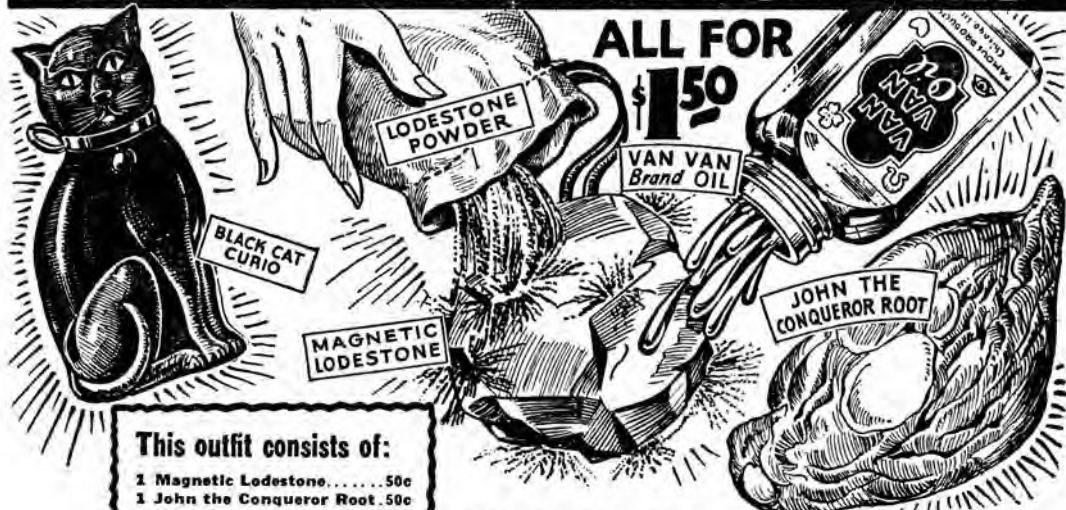
How to Make LOVE

The Mystery of Love Making Explained

The Great Secret of Wooing and Winning—Tells How to begin Courting. To Get Over Bashfulness. To Win a Girl's or Man's Consent. To do things Before and After Engagement; and hundreds of things of importance to Lovers. Young and old should enjoy it. Many of the people who have read this book say they never knew about Love Making until they bought this book.

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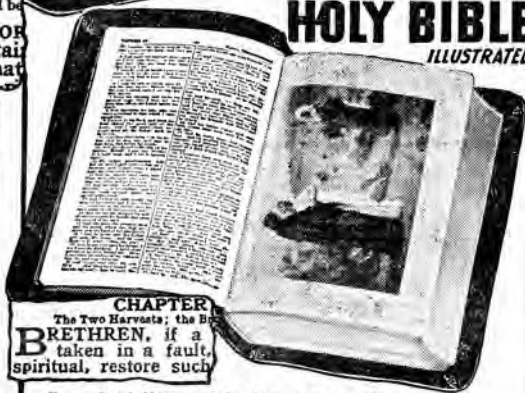


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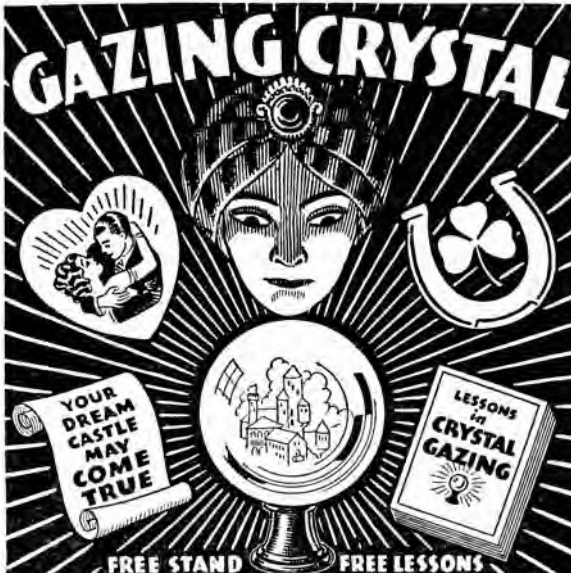
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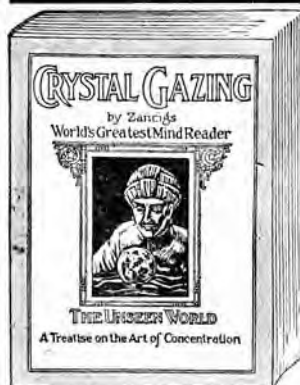
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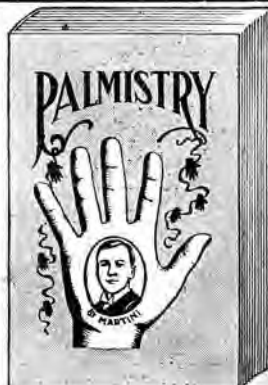
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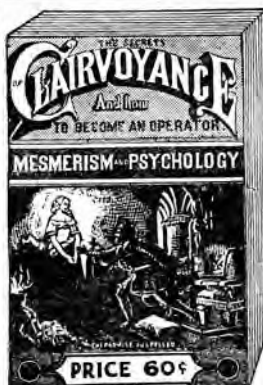
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Many a Hoo-Doo Man has received big sums of Money for selling folks Lodestone, Red Flannel Bags, Rabbit's Foot, High John the Conqueror Root, Southern John the Conqueror Root, Snake Root, Devil's Shoe String, etc. A book written on the subject of Folk Beliefs states that articles like this and others were wrapped in Red Flannel Bags, and the Conjure man said, "Should be always carried with you." Such combinations were often called Tricks or Hands. Many believed that these Conjure Bags brought **GOOD LUCK**, Drove out Evil Spirits, Helped in Love, and almost anything that was wanted to be done. For Folks interested in possessing this assortment of Goods, we have prepared this **LODESTONE OUTFIT**. We make no claims that it will be **LUCKY**, or have any supernatural Value. We sell only as a Curio. The Price of all the articles in this **MO-JO Brand LODESTONE BIG OUTFIT** would be \$5.00 if purchased separately, but if you buy all at once, the price to you is only \$2.98. If you wish to order C.O.D., send no money, just order by number given below, ask us to send C.O.D., and pay Postman \$2.98 plus few cents postage charges. Red Flannel Bag will be included extra.

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Outfit Contains:

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Some Folks like to carry Odd-shaped, peculiar looking, supposedly rare stones around with them as a sort of Amulet, Charm, or Mascot, for the purpose of warding off **EVIL**, and Attracting **GOOD LUCK** in various undertakings, such as Money, Love, Winning Numbers, Games of Chance, and almost anything else desired. This **AFRICAN TIGER EYE** has been a popular seller. We make no claims that it will drive away **EVIL**, or produce **LUCK**. Sold only as a Curio.

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WHITE LODESTONE

A **LODESTONE** has been held in High Regard by the Ancient Romans, Chinese, Mohammedans, and other people, as a Powerful Amulet and **GOOD LUCK** Charm; probably because the Magnetic Influence of this Stone was supposed to **ATTRACT** Power, Favors, and Gifts. It is said that the Ancient Romans believed that Lodestone kept Husband and Wife faithful, and made their Love secure. We make no claims to this effect, or that the **LODESTONE** is **LUCKY**. We have taken the Genuine Lodestone, specially prepared it, and called it **WHITE LODESTONE**. Two pieces of Specially Prepared **WHITE LODESTONE** for \$1.00.

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Price Only . . . \$1.00**



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The author of one book states that the **MOON STONE** is believed to bring **GOOD FORTUNE**, and is regarded as a sacred stone in India, and that as a Gift for Lovers, the **MOON STONE** is believed to arouse the tender passion and to give Lovers the Power to read in the future the Fortune, Good or Ill, that is in store for them. To gain this knowledge, however, the stone must be placed in the mouth, while the moon is full. We make no claims to this effect and sell only as a Curio.

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Price Only \$1**



BIG SPECIAL COMBINATION OFFER



**\$2.50 VALUE
for ONLY \$1.00**

Here is your Chance to get all these: — Lodestone, African Tiger Eye, Moonstone, packed in Mo-Jo Brand Bag together with alleged Good Luck Ring. We make no claims that these articles are **LUCKY** and sell only as a Curio. Regular Price if purchased separately would be \$2.50. The price for all only \$1.00.

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LODESTONE IN BOTTLE

LUCKY MO-JO Brand LODESTONE PERFUME



**HER SWEET
PERFUME
ATTRACTS HIM
GENUINE
MAGNETIC
LODESTONE
IN BOTTLE**

Certain self made **HOO-DOO DOCTORS** recommended the **LODESTONE** to CONJURE UP **LUCK**, **WINNINGS**, **MONEY**, **LOVE**, or almost anything that was desired by the one who carried this **LODESTONE**. We make no claim that the **LODESTONE** will do this, or bring **LUCK**. However, for those who wish it as a Curio, we have placed a **GENUINE, MAGNETIC LODESTONE** in a Bottle of this Perfume, which we have given the name of **LODESTONE PERFUME** because of the **LODESTONE** in bottle.

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LUCKY MO-JO Alleged **GOOD LUCK COIN** ALWAYS CARRY ONE

DO YOU believe it is **LUCKY** to carry **GOOD LUCK COIN** in your pocket? Whether it is **LUCKY** or not the fact remains that thousands of people carry **POCKET PIECES** which they have faith in as their **WADSWORTH** and to **KEEP THE SINX AWAY**. Throughout the years certain symbols and objects were worn and are still worn by some people as amulets and charms because it was believed that these could produce extraordinary **POWERS TO KEEP AWAY EVIL AND BRING GOOD LUCK.**

21 SYMBOLS ON THIS COIN

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2. Burning Incense	12. Heart and Arrow
3. John the Conqueror Root	13. Number Seven
4. Tiger Head	14. Star
5. Clashed Horns	15. Horseshoe
6. Horn of Plenty	16. Horseshoe Nail
7. Lodestone	17. Wishbone
8. Mo-Jo Head	18. Elephant
9. Elephant	19. I Wish Monkeys
10. Black Cat	20. Burning Candle
11. Rabbit's Feet	21. A Leaf Clover

We call this the **LUCKY MO-JO** alleged **GOOD LUCK COIN** because it has on it symbols of objects that have been used by some people for **BRINGING GOOD LUCK**. However, we do not claim that carrying this coin will bring **Good Luck and Drive Away Evil** but sell only as an interesting **POCKET PIECE**. Bright yellow color metal. The coin is especially made for us. You cannot buy it any where else. **ORDER YOURS NOW.**

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Alleged VIRGINIA LUCKY STONE GLOWS IN THE DARK



CARRY IN POCKET OR PURSE OR WEAR AROUND NECK

This replica **Virginia alleged Lucky Stone GLOWS in the Dark**. It is a copy of the very famous alleged "**VIRGINIA FAIRY**" or "**LUCKY STONE**." Even though many have believed that wearing this stone will bring **LUCK** we make no claims to this effect. It can be worn as a beautiful necklace, as a watch charm or carried in the pocket. Order this **Glow in the Dark** novelty. You should get great pleasure and joy wearing it.

Order by No. A-618

Price only **25c**

5 for only \$1.00

LODESTONE GLOWS IN THE DARK



HERE, IT IS! The newest **LODESTONE** novelty that is not only **MAGNETICALLY ALIVE** but **GLOWS IN THE DARK** too. In the light of the day, this **GLOW IN THE DARK LODESTONE** looks just like regular lodestone, but in the **DARK** it **GLOWS** with an eerie, Spiritual-like light that seems to surround it with **Mystery and Wonder**. We guarantee this remarkable **LODESTONE** to be genuinely **Alive** with **Magnetic Power** to attract **Steel Dust and GLOW IN THE DARK** or we will refund your money. So be among the first in your community to possess this **Lodestone**. Send for yours today!

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The Fame of the **RABBITS FOOT** as a so-called **LUCKY PIECE** has been well known Superstitious people have carried it for Conjuring, Hoodooing, Winning in games, **GOOD LUCK** in Love, Money, Business and Winning at Dice, Driving away Evil and for almost any kind of **GOOD LUCK** that was needed. We make no claims that the carrying of the Rabbits Foot will bring about **Good Luck, Success, etc.** and sell only as a curio. Can be worn in pocket or around neck. Order now and get Van Van Brand Oil **FREE** of extra charge.

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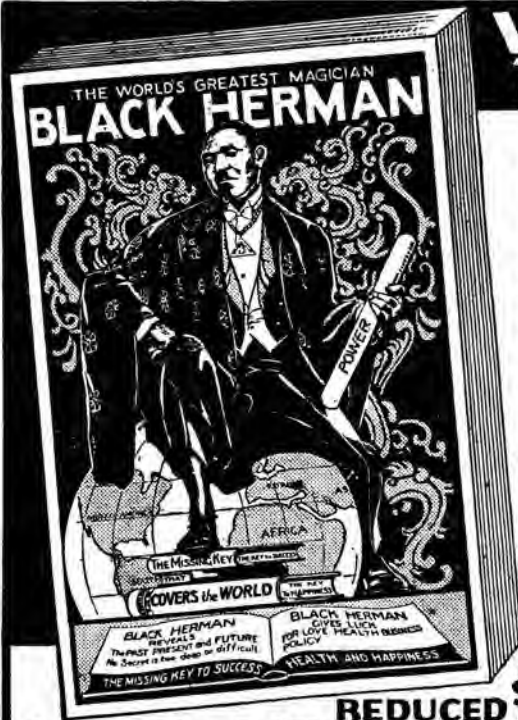
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Aunt Dinah's POLICY PLAYERS. Guide

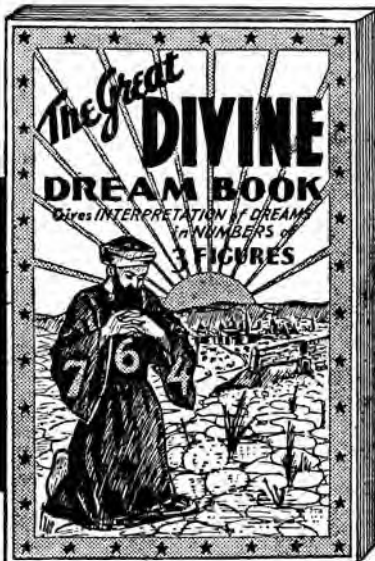
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The Great Divine Brand Incense Powder is often used by many folks just before retiring, as they believe they will have dreams of Good Fortune, Luck in Love and Money matters, etc., which may prove revealing to them. We make no claims that the Great Divine Brand Incense Powder will produce any supernatural effect or be of any value, but offer it as a fine grade of Incense that possesses a strong aromatic odor.

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"Burn Incense" says the Bible. That's good advice especially when Praying and Reciting the Psalms. On these occasions we believe you will enjoy the mystic, sweet smelling and long-lasting fragrance of this specially prepared Moses Brand Incense. Order a box today and burn a little the next time you follow the teachings of Moses.

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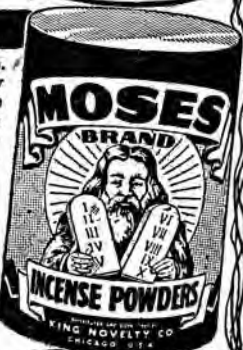
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SHINES
IN
DARK

WITH
BRILLIANT
RADIANCE

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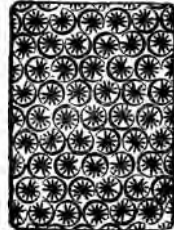


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Can Be Read from the Back. While these Cards look the same as any ordinary pack of Playing Cards the backs are marked by a secret system. In this way they may be used for various magical stunts. Just think of the fun you can have when you use these cards that can be read from the back. Sold only for amusement purposes. Complete instructions furnished.

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SEALS

AS CONTAINED
IN THE
6TH and 7TH
BOOKS
OF
MOSES

**REPRODUCED ON GENUINE
VIRGIN PARCHMENT in BLOOD RED INK**

THE most important SEALS and their Significance as given in the 6th and 7th Books of Moses, are listed below:

THE SPECIAL SEAL OF TREASURE
Fig. 2—It is said in the Book that this Seal is used for finding Buried Treasure.

THE HIGHEST SEAL OF GOOD FORTUNE
Fig. 3—It is said to bring a person who carries it great Fortune and Blessing.

THE SEAL OF LOVE

Fig. 4—The book states that one who carries this Seal will be much beloved and Defeat his Enemies.

THE SEAL OF LONG LIFE

Fig. 5—The book states that to carry this Seal on the Body will save a person from Misery and give the greatest Fortune and Long Life.

THE SEAL OF POWER

Fig. 6—This Seal, according to the book, should be used for Good Health.

THE SEAL OF DREAMS AND VISIONS

Fig. 7—The book states that to wear this Seal in Bed will help one learn what he desires to know through Dreams and Visions.

THE SEAL OF TREASURE

Fig. 8—The book states that this Seal will reveal the precious contents of a mine.

SEAL OF SAFETY AND RELIEF

Fig. 10—The book states that to carry this Seal will relieve the wearer from all necessity and want.

SEAL OF GREAT FORTUNE

Fig. 12—It is said in the book that this Seal brings Great Fortune by Water and its Spirits will supply the Treasures of the Deep.

SEAL OF ALL TREASURES

Fig. 13—This Seal, the book states, will give the Treasures of the Earth.

SEAL OF GOOD LUCK, PLAY and GAMES

Fig. 14—The book calls it the Spirits of the 5th Table of Saturn and that these Spirits will serve to bring GOOD LUCK in PLAY.

THE SEAL OF ASSISTANCE

Fig. 15—The book states that it assists in overcoming Lawsuits and the Spirits are at all times ready to give assistance.

SEAL OF GOOD FORTUNE IN CASE OF QUARRELS

Fig. 16—The book calls it the Seal of Mars and states it may help you.

SEAL OF HONOR AND WEALTH

Fig. 17—This Seal is called the SPIRIT of the SUN. The book states that these Spirits help obtain places of Honor and Wealth.

THE SEAL OF WEALTH

Fig. 19—The book states that it gives Wealth.

SEAL OF LUCK

Fig. 20—The book states that this Seal gives LUCK and FORTUNE.

THE SEAL OF THE SPIRITS

Fig. 21—The book states that this Seal will compel Spirits to appear immediately and to serve in all things.

SEAL OF GENERAL CITATION

Fig. 22—The book states a Magical Operation is made within this Circle—Oriens, Occidens.

THE SEAL OF SHEMAMFORAS

Fig. 30—The book states that this Seal brings to light the Treasures of the Earth if buried.



We have given above statements that the Author has translated from the old writings of the 6th and 7th Books of Moses with no representations that these statements are true or accurate. Neither do we claim that these Seals will be of any value to you for bringing about the fulfillment of your desires, and sell only as beautiful reproductions of these Seals on Genuine Imported Virgin Parchment.

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ENTIRE SET OF 29 SEALS FOR... \$6.95

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Just write Catalog Number, How Many and Price. No need to write a long letter. The Company pays postage when you send full amount of money with order. When you want order C. O. D. you pay postman amount of order plus postage. On C. O. D. orders for over \$3.00 send at least 50c deposit.



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THE BIBLE SAYS "BURN INCENSE!"

INCENSE has been burned as far back as Biblical days, as an offering to God. Ancient documents mention the use of FRANK-INCENSE. You can even read in the Bible in Exodus XXX-1: "Thou should make an altar to burn Incense on." History tells us Incense has been used as a Sacrifice to the Deity; as a Demonifuge to Drive Away Evil Spirits. Incense has been burned by many people because they have believed that it would bring GOOD LUCK. We make no claims to this effect and sell this Incense only as a specially prepared FRANK-INCENSE Compound which we believe to contain the same FRANK-INCENSE as used in Biblical times.

INCENSE BURNED WITH RECITAL OF PSALMS

Those who believe in the efficacy of Prayer and the Recital of the Psalms when Burning Incense may do this if they wish. If you wish to burn Incense with recital of psalms, you may of course turn to the Bible, read the Psalm you want at the same time that you burn this FRANK-INCENSE Compound. Many of our customers like to Burn INCENSE and offer Prayer. Even though it is well known that some people like to Burn Incense and Offer a Prayer we make no claims that reciting of any of the Psalms or the Burning of Incense or that Prayer will produce any supernatural effect or be of any value. We sell this FRANK-INCENSE Compound only as a fine Incense that will burn with a delightful fragrant odor.

PRAYER GIVEN
WITH EVERY BOX
OF INCENSE

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Price only

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50c

LEGENDS OF INCENSE HERB & OIL MAGIC

BOOK PURPORTS TO TELL ABOUT—How to use Roots, Herbs, and Seeds according to ancient Legends. How to use Anointing Oils—How to Dress a Candle with Oil—How certain oils have been used such as Magnet Oil—Commanding Oil—Lovers' Oil—Attraction Oil—Spirit Oil—Lucky Planet Oil—King Solomon Oil—Ten Commandment Oil—Power Oil—Compelling Oil—Concentration Oil—Etc. How to make Love Powders, True Love Powder—How Incense is used—Attraction Incense—Compelling Incense—How to make Talismans for Luck, Love, Gambling and Business—How to use High John the Conqueror. We assume no responsibility for statements made by the author. We offer as an interesting book without recommendation that reader follow formulas etc. to bring about any alleged supernatural influences.

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In this book you will find many, many examples of strange customs and beliefs about Herbs. You'll read how many famous Lovers of History used certain methods to WIN and HOLD the one they loved! You'll learn how some Herbs were used for Winning and Holding Love, for health, for gaining success, for fruitfulness, for getting rid of evil. We assume no responsibility for claims or statements made by its author.

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Price Only

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Psalm to escape Danger, Psalm to receive Grace, Love—Mercy, Psalm to become Safe from Enemies, Psalm to receive GOOD after committing a heavy sin, Psalm to Free yourself from the influence of Passion, Psalm to make yourself Fortunate in any undertaking, Psalm to make Peace between Man and Wife. We assume no responsibility for statements made by the author but simply give his version without recommendation that the reader follow it to bring about any alleged supernatural influences to accomplish certain desires.

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Dear Friends:—Here is all you can get for only \$1.00. One box Frank Incense Compound, a Genuine Magnetic Lodestone, and High John the Conqueror Root Curio, and FREE of Extra Cost to you will be furnished a Lucky Mojo Coin to carry as a pocket piece. Even though many of our customers believe that this Root and Lodestone, Frank Incense and Lucky Mojo Coin will bring Good Luck we do not claim this and do not sell for this purpose. Send only \$1.00 for all.

No. A-559

Price for All **\$1.00**



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SALEP ROOT
Sometimes called
HAND-ROOT



SOUTHERN JOHN THE CONQUEROR ROOT

GENUINE MAGNETIC LODESTONE

BIG CURIO OUTFIT all for \$1.00

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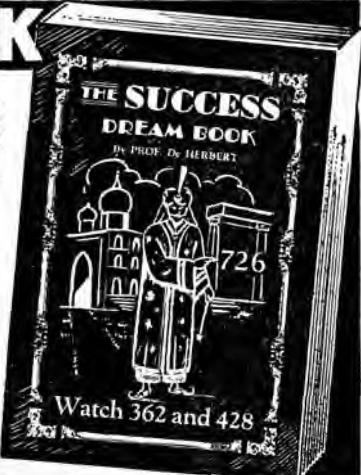
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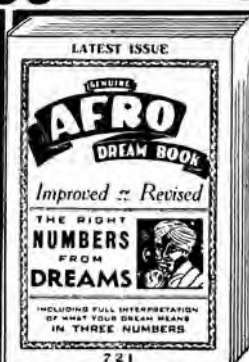
Page 4—HOLIDAYS, and their Numbers.
Page 5 to 168—DREAMS, explained and their Numbers, as for Example: JOCKEY—To see one signifies you will win a great deal of money—219.
Page 169—LETTERS, and their Numbers, as for Example: H—528. The DAYS of the WEEK, and their Numbers, as for Example: MONDAY—761. The MONTHS of the Year, and their Numbers, as for Example: JANUARY—183.
Pages 170 to 184—LADIES' List of Names, with their Numbers.
Pages 184 to 200—GENTLEMEN'S List of Names, with their Numbers, as for Example: Jacob—293.
Pages 201 to 203—CITIES, and their Numbers, as for Example: Memphis, Tenn.—345.
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No. B-665 \$1.00
Price Only \$1.00



Genuine AFRO DREAM BOOK

This Book gives Dreams and Numbers as follows:
ABANDON—021
Someone close is about to leave you
—547. Wife—436.
Child—984. Friend—472.

Look up your Dream and have fun seeing what the Author says about it. It is also mentioned in this Book that it covers all Dreams, and no matter what your

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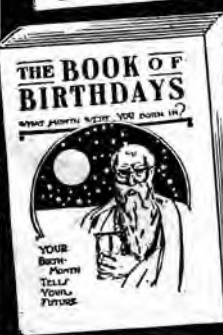
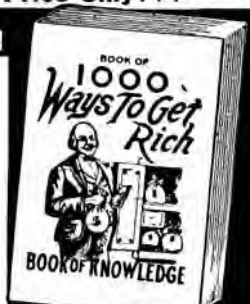
BLACK ART 1000 WAYS TO GET RICH

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Influence of Animal Magnetism on the Mind.
Rules Governing Spirit Mediumship.
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BOOK OF BIRTHDAYS GOLDEN DREAM BOOK

Read what the Author says of people born in the Month of your Birth. Read about your Talents and how to make the most of them. Advice to you according to the Month you were Born in. This Book also tells about LUCK, HEALTH, LOVE, and MARRIAGE. Hints for Naming Baby. Lessons from Life. Fortune Telling by Dice. We are not responsible for claims or statements made by the Author, but are sure you will find this Book of BIRTHDAYS very interesting.

No. B-668 25c
Price Only 25c

The Author states that the GOLDEN DREAM BOOK covers all the major systems of Lucky Numbers. It even goes as far as to determine the Winning Horse in each Race, according to the theory of dreams and its relationship to other forms of life. It consists of 157 pages full of Dreams and all NUMBER combinations, as for Example: Trunk, 267 . . . 28-69 . . . 1st and 3rd Race. We assume no responsibility for claims made by the Author. If you are interested in Dreams and NUMBERS. Order this Book NOW.

No. B-669 \$1.00
Price Only \$1.00



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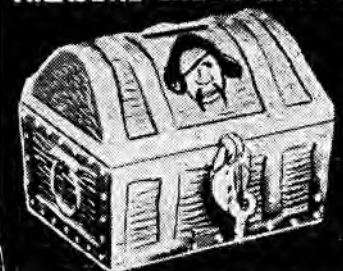
FOUNTAIN PEN **PENCIL**



BALL PEN

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Lock your Money in Chest and carry the key. Replica of real Captain Kidd Treasure Chest. With real Padlock and Keys.

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Only \$1.00

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Long Writing Precision built Ball Pen, Handsome Fountain Pen and propel and repel Pencil—All 3 Match. Goldcolor 2-Tone Design. Amazing Bargain.

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Drop coin in Beautiful Multi-colored Bubble Bank. Take out Bright Ball of Bubble Gum. Both Grown-ups and Children love it. Saves money.

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VERY LATEST

Children will love this Beautiful Drinking Doll. Almost Life-like ... Sits up ... Drinks water or milk, and like the baby she is... she'll Wet Too! Movable arms and legs. Complete with nursing bottle and diaper. Wonderful Doll comes in 2 shades—Natural Flesh or Lovely Sun Tan Bronze Complexion. State Shade.

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JUNIOR ACCORDION



Make music wherever you go. No Musical Training needed with these simple instructions included. Even children play songs in minutes.

No. S-394—Complete Set **\$1.69**

ALL 4 Only \$1.00



TRUE LOVE HEART SET
Beautifully created to make you desirable, to draw you closer to the one you Love. Set consists of Exquisite Fancy True Love Heart Scatter Pin for dress or coat, Lovely imitation Pearl Necklace and Matching Earrings.

No. A-1046 **\$1.00**

All 4 Only **\$1.00**

PERFUME SACHET and EARRINGS



Follow Me Boy
Earrings, Perfume and Sachet
Wear Earrings and use perfume and Sachet to be admired and Loved.

No. A-1045 **98c**

Alleged WEATHER FORECASTER with THERMOMETER



Dutch Twins come out allegedly indicating Good Weather. Witch comes out allegedly indicating Bad Weather. Built in Thermometer. Bargain.

No. S-1045 **98c**

KING TUT MYSTIC MUMMY



MYSTIC MUMMY
Most Amazing Novelty in Years. Manufacturer states Alleged Magic Mummy Comes to Life. Astounding Action. Mummy will jump out of Coffin. Only those who know the Secret can make King Tut stay in Coffin.

No. S-1079—Only **59c**

JOY BUZZER CIGARET TRICK



Wear as a Ring and Shake Hands with a Friend. Funny Vibrating Buzzer makes them Jump. Great Fun Maker.

No. S-1049 **59c**

Amaze Friends When they see Burning Cigarette go through Handkerchief. Be the hit of the party.

No. S-1050 **49c**

HARMONICA



BRASS BAND HARMONICA
Be Hit of the Parties. Brass Band Harmonica. Guaranteed equal or better than any other type.

No. S-1025—Bargain **98c**

TRUE LOVE ROMANCE SET
Get Ready for Love and Romance. Thrilling Combination includes jar of Long Lasting True Love Sachet Powder, bottle of Exotic Love Me Tonight Perfume.

Order Both Now. No. S-1082 Both **98c**

LOVER'S SECRET



Learn How to Woo and Win. Book tells about the Art of Love. Also included—Thrilling Love Me Quick and Kiss Me Now Perfume.

No. A-1054—All 3 ONLY **98c**

LOVE ME QUICK



LOVE ME TONIGHT

BOTH 98c

Send all orders to **KING NOVELTY CO., 2451 S. Michigan Ave., Chicago 16, Ill., U.S.A.**

DOUBLE BOWL PIPE

only **\$2.48** **TWO BOWLS**

There-Kleen Double Bowl Pipe
 Filtered Aluminum Pipe comes with Two Bowls. Both Light-weight, Flashy Aluminum and Genuine Imported Briar bowl. Air-cooled, smoke-filtered. Real smoking pleasure!
No. S-848—Bargain \$2.48

CANDY BANK

HERSHEY BAR BANK
 It's fun saving money with this Bank. Drop coin—push button—and out slides a delicious Hershey Milk Chocolate Bar. Complete with 24 Bank size Hershey Bars. Send money with order.
No. S-1123—All for Only \$1.98

Special \$1.49

LIGHTER and CIGARETTE CASE

2-in-1 Lighter and Cigarette Case
 Handsome Plastic Cigarette Case holds full pack. Built-in Lighter has new safety fire guard. Saves hunting for cigarettes or lighter. Fine gift.
No. S-528—New Only \$1.49

GUARD KNIFE **DIXIE SWITCH** **98¢** **\$1.25** **98¢** **PENCIL KNIFE**

GUARD KNIFE
 Sharp, full mirror Blade with Guard on handle. Multi-colored handle. Bright, shiny caps. A Real "Buy."
No. S-1139—Special \$1.00

Dixie Switch PUSH-BUTTON KNIFE
 Every man should own one! Extra-long Blade. Just press button and blade snaps out. Safety catch.
No. S-1142—Price \$1.25

"Pin-Up Girl" KNIFE
 Here's a knife you'll want. Double Blade. Handle has Pictures of Beautiful Pin-Up Girls.
No. S-1141—98¢

2-in-1 KNIFE-PENCIL
 Use as automatic Pencil and when in need of Knife simply lift off cap. Extra leads.
No. S-941—Only 98¢

ALL for Only 98¢

Follow Me Boy Set
 Perfume and Sachet Powder. Also Ring inscribed with **GOOD LUCK** and alleged Good Luck Symbols.
No. S-931—All 3 Only 98¢

'Men's 5 Piece Set
 Ball Point Pen Gents 1/30 14K gold filled Ring with Imitation Diamond. Beautiful Collar Pin and Tie Clasp with Ruby color Brilliant. Snappy Key Chain.
S-959—\$2.95 All 5

BLACK CAT BANK

New way to save money and have fun. **FEED THE KITTY**. Slip coin into mouth of this exciting BANK. Teaches thrift and furnishes fun.
S-1105—98¢ Only

ALL 98¢

LOVER'S SECRETS
 OR THE ART OF LOVE
 Lover's SECRET Combination
 Learn the Art of Love. Enjoy the Sweet Fragrance of Lucky Sweetheart Alleged Good Luck Perfume and Sachet for Romance.
No. L-803C—All 3 only 98¢

MASON'S HAND BOOK

Secrets of Freemasonry Revealed, Astonishing Reading. Information about Signs, Grips, etc. used by Freemasons. Proper Manner of Conducting Lodge. Correct Method of Giving Degrees.
S-1071—\$2.00 ONLY

"GREAT LOVE" BRIDAL PAIR
 Sterling Silver Engagement and Wedding Ring. 14-fieri-imitation Diamonds.
No. R-538C—Ea. \$1.45 \$1.95 Both

MASONIC RING

Men's MASONIC Lodge Ring
 Sterling Silver. Imitation Diamond on ruby color base.
No. R-561—Special \$4.95

Send all orders to **KING NOVELTY CO., 2451 S. Michigan Ave., Chicago 16, Ill., U.S.A.**

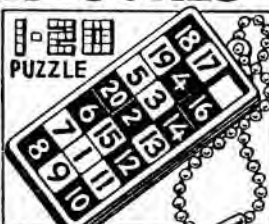
FUN for YOUNG and OLD • JOKES and TRICKS



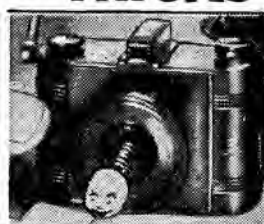
YAKITY-YAK TALKING TEETH
Have Fun with these Amazing wind-up teeth. They Walk—they Talk "Yakity-Yak." They almost seem alive. They look like the "real thing."
No. S-1090—Only **98c**



Venus Salt and Pepper Set
Watch your Friends' eyes pop when they see where the salt and pepper come from. Each figure stands 4 inches high. White for salt, Black for pepper.
No. S-1106—Pair **\$1.00**



Latest One-Twenty Puzzle
Enjoy many hours of fun and relaxation with this latest puzzle. Arrange numbers according to possible combinations. Can be played alone or with friends.
No. S-1107—Only **69c**



JACK-in-the-CAMERA
Big Fun Making Novelty. Looks just like a real midget candid camera down to the last detail—but click it, and a tiny clown pops out to Surprise everyone—but YOU!
No. S-1108—Special **79c**



Surprise Snake-in-the-Box
Watch the Laughs when your Friends reach for Marshmallows. Snake shoots out Surprising the Victim. Attractive box they can't Resist! Everybody gets a Laugh.
No. S-1109—Bargain **98c**



INK BOTTLE and BLOT
Surprise your Friends. Lay this bottle and blot on a table top, table cloth or rug—then stand aside and watch the look of amazement when the victim sees it!
No. S-1110—Only **35c**



TRICK RUBBER LIZARD
Lots of Laughs when you show this Amazing rubber Lizard. Hold it in your hand and wiggle it and it shakes and shimmies—just like the real thing!
No. S-1111—Special **59c**



"REAL TOILET SOAP"
High Grade Toilet Soap, molded in the form of a Toilet. Put it in the bathroom and get lots of Laughs from your Friends. Very Sweet-smelling, too. Order yours Now.
No. S-1112—Only **49c**



MAGIC BLOCK
Mystify Everyone! Have a Friend put a penny down and cover it with this Magic Block. Presto—Chango—A dime will take the place of the penny! Very Amazing. Order Today and be the Hit of your next Party!
No. S-1113 **49c**



Everybody's ASH RECEIVER
Fancy Fancy Ash Tray with miniature Toilet Bowl mounted on it. Lift seat and use bowl for ashes. Always brings lots of laughs. Lots of fun at your next Party. Order yours without Delay.
No. S-1114 **49c**



Realistic SPIDER
Here's a realistic imitation of the Famous "Black Widow" Spider that's sure to fool everyone. Pin it on a coat, dress, or suit in the closet and watch the fun. Start when the Victim opens the door!
No. S-1115 **25c**



Magic Ball and Vase
The Finest of pocket tricks. The black ball contained in the red plastic case will vanish at will. Your Friends will be mystified by your Amazing Magical Powers. Full instructions included. Bargain.
No. S-1117 **49c**



Most Amazing Magic Trick you've ever seen!
A Silver half dollar dropped in wine glass will disappear. Let a spectator drop the half dollar—blink is heard by everyone—but coin is gone—to everyone's Amazement!
No. S-1119 **49c**



Squirting Tie Clasp
Men! Be the Life of the Party! Wear this Sharp-looking trick Tie Clasp. Tell your Friends to look at the Beautiful sparkler—then press hidden bulb. Water squirts in their eyes. Lots of fun!
No. S-1118 **49c**



4 Nickels to Dimes
Place the Gleaming Brass coin holder over a pile of nickels. The nickels disappear and four dimes appear in their place. Mystify all your friends with this Amazing Magic Trick. Order right Now at Bargain Price!
No. S-1116 **\$1.00**



SUCKER Card Trick
Here's a Fascinating, Mysterious Card Trick with a Big Surprise at the Finish! Anyone can do it the first time they try. You just follow the full instructions included. Order Today.
No. S-1120—Only **25c**



Trick CARDS
Here is a most sensational Deck of Cards. With this trick deck you can tell what each card is, just by reading the special markings on the BACK. Can be read 10 feet away! With instructions for performing many Card Tricks.
No. S-1121 **\$1.50**

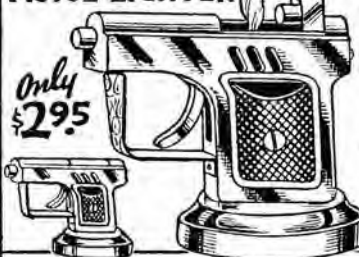


TALKING Greeting Cards
Here's an Amazing New kind of Greeting Card. Actually talks! 3 Styles.
No. S-1122A—"Happy Birthday."
No. S-1122B—"Hello Sweetheart."
No. S-1122C—"Merry Christmas"
Each **39c**
3 for \$1.00

Send all orders to **KING NOVELTY CO., 2451 S. Michigan Ave., Chicago 16, Ill., U.S.A.**

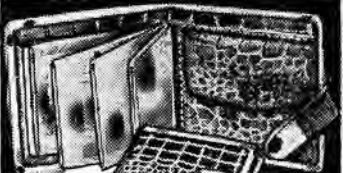


PISTOL LIGHTER



Only
\$2.95

Sensational Lighter. Flashy silver color finish. Looks like an automatic pistol. Gives instant flame when you pull trigger. Use on table or will fit into pocket. Has removable table stand. Lustrous Black handle grip. Order now while supply lasts.
No. S-1093—Bargain only... \$2.95



LADIES 3-IN-1 BARGAIN

Get 3 Gifts for the price of one! Smart-looking Billfold with Alligator style finish shows your Good Taste. Gleaming Yellow GOLD color Bridal Set has 6 Sparklers.
No. S-1094 \$1.98

"DUDE RANCH" BILLFOLD
This classy Billfold adds to your Appearance. New, Colorful Raised embossed design of Western Dude Ranch with Pretty Cowgirl and her Horse. All around zipper. Change purse. Space for photos, bills, identification cards, etc.
No. S-1092—Big Bargain \$1.00



HOLLYWOOD FILIGREE KEY CHAIN and CIGARETTE LIGHTER
Exquisitely designed with 6 Beautifully Jeweled Sparklers.
No. S-1095—Terrific Buy \$1.00



FILIGREE CIGARETTE HOLDER
Exquisite Filigree design Glamour Cigarette Holder. Automatically ejects stubs. Gold color.
No. S-196— \$1.00



Lord's Prayer HEART LAPEL PIN
2 Hearts pierced by Cupid's Arrow. Beautiful Shield with Lord's Prayer.
No. S-1097— 98¢



LOVE ME QUICK PERFUME and RING
Is your Sweetheart neglecting you? Get this Sterling Silver Perfume Ring. Put few drops of perfume in Ring.
No. S-1098—Both \$1.49

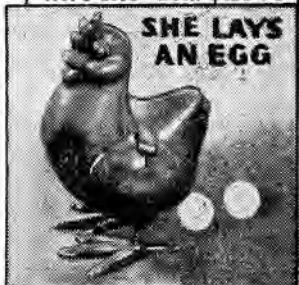


Latest Rings
Here is the Latest Style in Rings that's sweeping the country. Each Ring has a clever saying that should attract immediate attention. Get lots of laughs and make new friends.
No. R-637 (A-B- or C) Each. 59¢
3 for \$1.25



COOKOO CLOCK

Bluebird Pendulette Clock
A Beautiful clock that should be in every home. Bluebird bobs cheerfully with each passing second. Approximately 4" x 6 1/2". Very attractive and unusual looking. Friends will wonder where you got it. Rich antique-looking mahogany color. We've only Limited supply so Rush your Order in early.
No. S-1099 Bargain \$2.95



SHE LAYS AN EGG
BUSY BIDDY
Just like the real thing! Push her down—she flaps her wings and lays an egg (actually a marble). Holds 5 in all. Wonderful Fun.
No. S-1100—Now Only. 59¢



"O-JOHNNY" PIPE
A Sure-fire Hit at Parties! Should make you the Center of Attraction! Smooth-smoking pipe of wood and finished in natural wood. Movable hinged lid and plastic mouth bit. Lots of Fun! Hurry!
Order yours today!
No. S-1101—Only... 98¢

3 COLOR Ball Point Pen
Beautiful Gold color Ball Pen. Writes Red, Blue or Green. This type pen has been sold for a much higher price. Order Now and Save Money.
No. S-1088 98¢



AMAZING VALUE
Only 98¢



Hug Me Tight Perfume and Sachet Powder
Helps make you more desirable for Love. Just a drop may do wonders for you.
No. S-1064A—Both. 98¢



'BOP' GLASSES
Adds Glamour to your appearance. High Quality Lenses.
No. S-1085—Ladies' \$2.98
No. S-1084—Men's BOP... \$2.98



FORTUNE TELLING BY CARDS
Fortune Telling Book & Cards For fun and amusement learn to tell Fortunes by Cards. Read Book and enjoy using Cards.
No. S-1104—Both... \$1.00

Send all orders to KING NOVELTY CO., 2451 S. Michigan Ave., Chicago 16, Ill., U.S.A.



MY SWEET-HEART WALLET
All Around Zipper and Coin Holder
"My Sweetheart," "I Love You," "Dearest One" on wallet. Beautiful red finish. All around zipper. Space for 2 pictures. Genuine Lambskin inside.
No. S-987—Price Only **\$1.49**

JUKE BOX BANK

Juke Box Bank—Lights Up When Coin is Dropped
Saving's fun this way. Place coin in slot and push. Juke Box Bank lights up. Everybody loves it.
No. S-920—Price **\$1.49**



EVANS Combination LIGHTER AND CIGARETTE CASE
For the well-dressed man or woman. Holds pack of cigarettes. Lights with flip of finger.
No. S-860—Now **\$4.98**



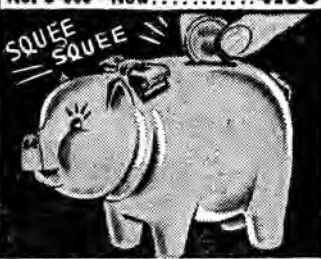
HUNTING KNIFE

HUNTING KNIFE AND CASE. Sharp cutting edge and point. Handle fits palm of hand. Highly polished Steel Blade. Hand-some leather case. Useful to have with you at all times.
No. S-853A—Bargain Only **\$1.49**



PEN STYLE FLASHLIGHT

PEN STYLE HAND FLASHLIGHT
Looks like real fountain pen. Handy in emergencies. SILVER color with bulb encased in red, plastic point.
No. S-861—Bargain Only **49c**



PIGGY BANK. Fun while you save! Just drop coin in bank and the little pink piggy squeals with delight. Special lock.
No. S-856—Low Price **98c**



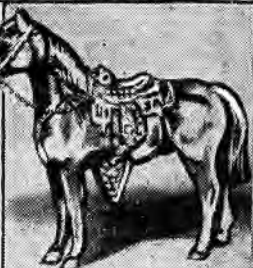
MONKEY BANK
Monkey in Beautiful color. Politely tips hat thanking you for every coin. Gives much amusement and encourages thrift. An excellent Gift for any child. Grown-ups like it, too. It makes saving fun.
No. S-869—**59c**

NEW BRODI GAME



Thrill Without Losing Money
Order this Brodi Game. Gives you thrill of Slot Machine Operation.
No. S-880—Special **98c**

BEAUTIFUL WESTERN HORSE STATUETTE
Latest Novelty. Shining Bronze color. Western Horse will look very good on your Mantle or Table. Designed western style saddle. Ornamental. Attracts attention. Western Horse Statuette looks attractive wherever placed. Price Real Low.
No. S-968—**\$1.00**



TELEPHONE MONEY BANK
Fun for the whole family to save money. Looks, works and dials like a real telephone. Sturdy, white IVORY color.
No. S-858—Bargain **98c**



HOLD-A-PACK
Keeps cigarettes from crushing. Gold color. Flip of finger and pack springs open. Attractive when you take a cigarette.
No. S-862—Bargain **59c**



SNAP BLADE KNIFE

SNAP BLADE POCKET KNIFE
Here's a different Knife you'll be proud of. Very Amazing. Very Unusual. Just press Button—Blade Springs Out—Quick as a Flash. Has Safety Locking device. Over 7 inches long with blade extended.
No. S-977A—Special New Bargain Price **\$1.49**



TRIPLE DREAM BOOK OFFER
Here's what you get. 1. Witch Doctor's Dream Book and Fortune Teller. Gives alleged Meanings of Dreams and Numbers. 2. The Secrets of Clairvoyance Revealed. A Treatise on Hypnotism and Psychology. 3. Queen of Gypsies Dream Book and Fortune Teller.
S-980—All 3 **98c**



ADDING MACHINE
Amazing invention. Adds to 9,999. Easy to work. High Quality.
No. S-967—Price **\$1.98**



Surprise Snake-In-The-Box
Big Fun Making Novelty. Watch the Laughs when your Friends reach for Salted Almonds. Snake Shoots out! Surprising the Victim. Comes in Attractive Box they Can't Resist. Everybody gets a laugh.
No. S-982—Bargain **49c**

**HIGHEST
QUALITY**

HOLLYWOOD Glamour COCKTAIL BRAND BRACELETS

**LOWEST
PRICES**

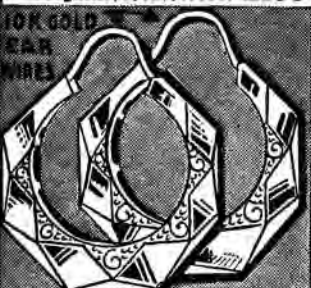
LOVE ETERNAL COCKTAIL BRACELET

Pink Gold color. Lovers Knot design set with Red Ruby color center piece surrounded by an array of imitation Rubies and Diamonds.
No. A-929—**\$1.59**
Bargain.

COCKTAIL PRINCESS Romance Bracelet
Look Gorgeous wearing this Bracelet on your date. A Ruby color Sparklers shining among imitation Diamonds.
No. A-931—Price only **\$1.59**

Hearts Desire COCKTAIL BRACELET

A wonderful way to express your Love. 34 Ruby Red Sparklers and imitation Diamonds form Love Heart.
No. A-932—**\$1.59**
Price only.



LOVE ME FANCY HOOP EARRINGS
Fancy Hoop Earrings. Genuine 10 KT Gold Ear Wires for pierced ears. Gorgeous Earrings flash and dangle from your ears.
No. E-428—Special **\$2.50**



Lord's Prayer Ring and Locket

A combination you'll be proud and happy to wear. Very elegant and rich-looking. A Genuine **STERLING SILVER** Ring with the **Prayer of Our Lord**. Beautifully embossed effect shank. Also an enchanting **14K GOLD-color finish Book Locket** with the **Lord's Prayer** inside.
No. A-986C—Both—**\$1.98**
Only



Yours Forever Sweetheart Bracelet
Be Treasured Forever. Wear this Lush Gold color Sweetheart Bracelet. Designed to Inspire Romance. Heart on Dainty Expansion Band.
No. A-989—Price **\$1.49**



LADIES 5 IN 1 PURSE
Lovely Red Leatherette with Exquisite Gold color designs. Built in Coin Holder, Bill Wallet, Make Up Mirror, Comb and Key Chain. All around Zipper.
No. S-961—Bargain **\$1.19**



OIL OF LOVE PERFUME

Capture his Heart with this Perfume Oil. Aroma helps weave a Romantic Spell. He will find you Hard to Resist. Use before going on your next date.
No. V-269 **98c**



How to Make Love Book—How to Make Love or Love Making Explained—Secrets of Wooing and Winning. Model Love Letter Writing. Also get invisible Lovers Ink to Write Secret Letters.
No. S-953—All 3 only **98c**



Ladies and Girls NEW HAIR BEAUTY HAVE LONGER APPEARING HAIR

BRING OUT THE BEAUTY OF YOUR HAIR

Here's an opportunity to truly make your Hair your Crowning Glory. VALMORENE is a rich, sweet-smelling dressing that you apply to your hair. Helps soften and smooth dry Brittle Breaking-off Hair during application. By retarding the breaking off of hair at ends you may have an opportunity to enjoy Longer Appearing Hair. VALMORENE will do much for your hair and make it more attractive to the opposite sex. Men love hair that's soft and shining.

No. V-1001—Price Only **\$1.00**



Send all orders to **KING NOVELTY CO., 2451 S. Michigan Ave., Chicago 16, Ill., U.S.A.**

Reproduction of GREAT MASTER PAINTING "LIBERATION"

Hang up this great picture on the wall of your living room, bedroom or hallway. Very fine reproduction. Actual size $8\frac{1}{2} \times 11\frac{1}{2}$ inches. Figure of humble man with arms stretched upwards toward Heaven. Symbolizes **LIBERATION** and **FREEDOM**. You should get much Joy, Happiness and a feeling of **NEW HOPE** when you view this picture. Reproduced in beautiful colors. Order one now for yourself and extra pictures for your friends or relatives.

Order by No. P-814 — Price each only **50c**

Three for only **\$1.00**



Unmasking Fear

Maybe you think the world is against you, maybe you believe that success is beyond your reach. Read this interesting book. The author says that only when you are afraid is there a devil and gives you advice how to **Remove your Fears**. We assume no responsibility for claims made by the author but simply give his version.

No. B-729—Only **50c**



Hunches

Did you ever have a **Hunch** that you were going to be lucky or that something terrible would happen? Can you recognize a true **Hunch** from a false one? This ability may help you to avoid danger or trouble. A very unusual book that may be of help to you. We assume no responsibility for claims made by the author but only give his version.

No. B-730—Only **50c**



How I Developed My Mediumship

Contents: Voices Out of Nowhere; Voices that Others Heard; Searching for High Places; Attending My First Seances; My First Trumpet Experience; When God Calls; Messages Through Automatic Writings; My First Table Sitting; Spirit Voices. We assume no claims for statements made by the author. A very unusual book on Spiritualism.

No. B-731—Only **50c**



Healing Forces

"God never intended people to be sick," states the author. Some of the contents of this amazing book are: Examples of Spirit Healing; Healing Forces, Removing Resistance; Calling for Assistance; Our Healing Class; **HEALERS**; Healing Development. We assume no responsibility for claims made by the author. Order this now.

No. B-732—Only **50c**



MASTER BOOK OF CANDLE BURNING

Some of the contents are: Recommendation of Colors to Burn on Different Days. In Chapter VI the author gives list of Conditions for which Candles may be burned; To Obtain Money; To Win Love of Man or Woman; To Conquer Fear; To Bring Confusion to Another; To Break up a Love Affair; To Change One's Luck; To Gain Power Over Others; To Protect Against Evil; To Win or Hold Happiness. Chapter VIII is entitled "How to Dress a Candle." We assume no responsibility for claims or statements made by the author or that following the Candle Burning Rituals set forth in this book will be of any value. A very interesting and unusual book.

Order a copy and read for your pleasure. Order by No. B-717 Only **\$1.00**



Eighteen Absent Years of Christ

A book that will be an inspiration and glorious experience and awakening. The author attempts to trace the footsteps of the Master through his missing years.

No. B-719 Only **\$1.00**



Book of Great Secrets

Contents: Many Valuable Money Making Recipes; Manufacturers' Department; Hunters' and Trappers' Guide; Artificial Gold; Farmers' Department.

No. B-638—Only **50c**



Japo Lucky Number Dream Book

Contents: Dreams and Their Meanings with Number Interpretation; Ladies' List of Numbers; List of Unlucky Days. We assume no responsibility for statements made by the author.

No. B-733 **\$1.00**

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"LOVE ME ALWAYS" PERFUME and SACHET



THE EXOTIC FRAGRANCE
of LOVE ME ALWAYS Perfume and
Sachet Powder makes this Combination
an appealing Invitation to Romance.
He may fall in love with you
because of the enticing sweet fragrance.
No. S-1-827.....**98c**
Both Only.....

WHAT MAKES IT WORK



DIPPING DILLY. Amaze your friends
Sensational Dipping Bird seems to
never stop drinking. Back and forth
she rocks day and night. Hard to be-
lieve. No motor. No Springs. A proven
Fun Maker. One of our Biggest Sel-
lers.
No. S-924—Only.....**98c**

GLOWS in the Dark TIE

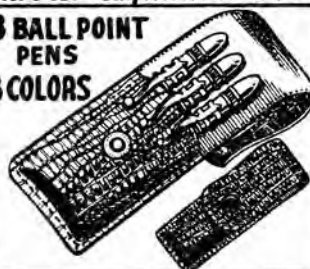


Men: Girls love it. Be
hit of the party. By day
Tie looks like any Hand-
some Cravat. At night,
Tie Glows in Shining
words for your Sweetheart
to see "How about a Kiss
in the Dark." Thrill your
friends. Wear on picnics,
gatherings, and with your
best date.
No. S-917.....**\$1.50**
3 for only \$4.25



GLOWS in DARK
LUMINOUS CROSS
Nearly one foot high. In the Dark
Crucifix Glows in Beautiful Light. An
inspiration for every home. Hang on
Wall.
No. S-921—
Price.....**\$2.98**

3 BALL POINT PENS 3 COLORS



Three Sensational Ball Point Pens
write for long time without Refilling.
Handsome case. Write Blue, Red,
Green. Supply Limited.
No. S-919—Price all 3 for.....**98c**



HANDY HAIRCUTTING 3-PIECE BARBER SET
Saves Time and Money! Includes adjust-
able hair Clippers, durable, keen-cut Scis-
sors and Tapered Barber Comb. Fine for
whole family. Cut and trim hair at home.
No. S-838C.....**\$2.98**
Bargain for All.....



The Flame Sport Lighter
Windproof. Specially for Pipe, Cigar,
Cigarettes. Simply Slide top
back. Large Fuel
Chamber. Easy to
operate.
No. S-925.....**98c**



SUPER DE LUXE CAMERA
With Case
Takes brilliant pictures. Easy to operate.
Start picture album today. Lots of fun!
Comes with case.
No. 2-L802—All for Only.....**\$1.98**



Trick Lapel Squirter
Surprise your Friends. Press
Hidden Bulb when they smell,
supposed Lapel Flower. Water
squirts in their eyes.
No. S-927.....**49c**



LOVE-MAKING SPECIAL
Do you want to win and hold the love of others? Many people don't
know how, to go about it. Here are three books that give you infor-
mation about wooing, winning and holding the one you adore.
Get facts of making Love; how to write Love Letters; how to Kiss!
Titles: 1—The Art of KISSING; 2—Modern Love Letters; 3—How
to make LOVE.
No. L-810—Set of All 3 Books Only.....**98c**



COURTSHIP COMBINATION
Here is a Bargain that should
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Lovely sweet smelling "Hug and
Kiss Me" Sachet Powder, and
Perfume and the book "How
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Very Latest **HOLLYWOOD Styles**

COMPLETE SET

Only \$10.00

FLAMING HEART NECKLACE, EARRINGS

Wear this gorgeous set. Men Adore. Excite his fancy to the throbbing thoughts of a love like yours. Magnificent Love Heart Necklace and Earrings 22K Gold Plate aflame with the Brilliance of imitation Diamonds. You'll look lovely.

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HOLLYWOOD QUEEN NECKLACE and EARRINGS

"MOVIE QUEEN" SET

Be radiantly lovely as a Glamorous Movie Queen. Irresistible 3-piece Earrings and Necklace are perfect for stepping out on those Big Time Dates. Adorned with Over 30 sparkling imitation DIAMONDS, RUBIES and SAPPHIRES in 22K Gold Plate settings.

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Necklace and Earrings

Help win in Love. Daring, Exotic beauty to help make him yours always! 3 large RUBY color Brilliance surrounded by 60 expensive looking imitation Sapphires, Diamonds and Emeralds. 22K Gold Plate Necklace and Earrings to help beautify you.

No. A-1020—\$1.29

COMPLETE SET

Only \$1.49

MAGIC LOVE

Be Bewitching for your next Big Dance or Date. Designed to make you more Glamorous. Gives you an Appeal he can't resist. Necklace and matching Earrings with Brite White Sparklers around imitation Rubies, Emeralds, and Sapphires. 22K Gold plate.

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BIRTHMONTH WATCH

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The very latest beautiful imported Swiss watch that attracts immediate attention. Comes with band set with over 50 flashing imitation Diamonds and two large Birth month brilliants. A heavenly watch that will add charm to your appearance.

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New Style. This Gleaming lovely 1/30 14K Rolled Gold plate Dinner Ring is set with 5 sparkling brilliant imitation Diamonds in a rich exquisite mounting. A luxurious ring that everyone will admire. You'll be REAL pleased.

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LOVE ME TRULY HEART BRACELET

You'll be the thrill of his heart wearing this flashing Gorgeous Bracelet. 1/20 12K Gold filled top Expansion Bracelet to fit your wrist. Wonderful for that big date.

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BOY and GIRL SCATTER PIN SET is sure to bring you many admiring new glances from men. Wear them on hats, blouses, purses and dresses. These Boy and Girl Scatter Pins are very Stylish. ORDER YOURS NOW.

No. SK-27—Both Priced Low at only \$1.00

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New Classy Lovely **PERFUMES**

JUST
60¢
EACH



LUCKY SWEETHEARTS

LOVELY PERFUME

The girl who attracts the man she loves and keeps him close to her is a mighty **LUCKY SWEETHEART**. Sweet smelling long-lasting **LUCKY SWEETHEART PERFUME** helps create just the right entrancing atmosphere to invite Romance and Love. So why take chances of losing out when it is so easy to appear more captivating to your sweetheart. Take this wise tip. Order a bottle of **LUCKY SWEETHEART PERFUME** and help yourself to be regarded as a Lucky Sweetheart.

No. V-258
Price with Tax..... **60c**

3 for
\$1.69



LOVE ME ALWAYS

EXCITING THRILLING PERFUME

Do you crave to have your husband or sweetheart be more attentive and affectionate? Do you desire to be loved and caressed in an atmosphere of Love and Romance? Then give yourself and your loved one a real treat by getting a bottle of **LOVE ME ALWAYS PERFUME**. This strong, entrancing perfume seems to cast a spell of loving charm about you that often helps you to be more desired by your lover.

No. V-255
Price with Tax..... **60c**



KISS ME NOW

KISS ME NOW PERFUME

Here is a new intoxicating fragrance that should make you seem more teasing and tantalizing to your loved one. **KISS ME NOW PERFUME** seems to surround you with an air of enchanting mystery that your sweetheart should find hard to resist. So order a bottle of **KISS ME NOW PERFUME** today. Put a few drops on your clothes or person and see the difference it makes when you are in the arms of the one you love. So don't delay! Order yours.

No. V-260
Price with Tax..... **60c**



New up to minute **Hep Cat PERFUME**

BE HIS QUEEN OF HEARTS THIS NEW PERFUME IS OUT OF THIS WORLD

If you want to be No. 1 on the hep parade and have the wolf-bait go guy-gooney over you, lose no time in getting a bottle of **HEP CAT PERFUME**. It surrounds you with a sweet-smelling heavenly fragrance that's plenty potent and out of this world. Just put a few drops of **HEP CAT PERFUME** on your handkerchief, clothes, lips or behind your ears before stepping out, and you'll be right on the buttered side with your good-time Charlie. So get on the gravy train. Order a bottle of **HEP CAT PERFUME** today and do some solid sending right on the beam.

No. V-257

Price
with tax .. **\$1.20**

Yours for
\$1.20

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MADAM JONES DE LUXE

LATEST STYLES in HUMAN HAIR

THE PAGE BOY Need a new Hairdo? No need waiting months to grow one. Just order this latest style Page Boy. It's Extra Thick and Extra Long. Expertly made of Genuine Human Hair to give you added glamour and allure from ear to ear.

PAGE BOY **ADDS LENGTH.** This Page Boy is a Glamorous addition to add length to your hair appearance. Attaches easily for soft, smooth, shoulder swept effect. Shades: Black, Off-Black, and Brown.

No. H1..... **\$2.95** Special



CLUSTER CURL Hollywood BRAID

GENUINE HUMAN HAIR

You Can Order Any of These Hair Styles



UP SWEEP CLUSTER CURLS—Sensational New Look. Rich, thick, lustrous curls to make you look lovelier. Wear on top or side. **Genuine Human Hair.** Shades: Black, Off-Black, and Brown. No. H9..... **\$6.95**

CORONET BRAID—Full 22 inches long. Be lovelier to look at with this New Attractive Hair Style. Glorious twisted Braid accents your charm. Shades: Black, Off-Black, and Brown. No. H2..... **\$3.95**

All Over

BIG SELLER

HAIR GLAMOUR

COVERS WHOLE HEAD

ATTRACT

the attention of the Important people in your set with the Captivating Beauty of a Glamorous Hair-do that Covers Whole Head.

Here's a new hair-do Order this **All-Over Human Hair Piece.** Exquisitely styled pompadour effect with sweeping shoulder length back hair, skillfully created to **Cover Entire Head.** Expertly made to match your own Hair in color. Shades: Black, Off-Black, and Brown.

No. H10 **\$9.95** Only.....

The

CHIGNON

Give your hair **New Allure** with this latest Society Girl Chignon. Easy to put in place. **Genuine Human Hair.** **\$3.59** No. H4.....



SHADES. Black, Off-Black, and Dark Brown.

EXTRA HEAVY PAGE BOY

GENUINE HUMAN HAIR

This **EXTRA HEAVY PAGE BOY** flows about your shoulders in gorgeous array. Adds glamorous length and alluring Beauty to your hair appearance. Men love the Beauty of a full head of glorious hair. Shades:—Black, Off-Black, and Dark Brown.

EXTRA LONG EXTRA WIDE No. H-3

\$5.95



SEND ALL ORDERS TO **KING NOVELTY CO.** 2451 S. MICHIGAN AVE. CHICAGO 16, ILL., U.S.A.



HAIR STRAIGHTENING SUPPLIES

SWEET GEORGIA BROWN HAIR STRAIGHTENING COMB

10 1/2 INCHES
LONG



STURDY HANDLE
KEEPS COOL

**EXTRA
HEAVY
NO. 1 W**

Here is the finest Hair Straightening Comb that we know of. The very best you should be able to get for your money. If you are not satisfied in every way return and get your money back. Fine Brass teeth hold heat a long time. Curved BRASS TEETH Slip through Hair easily. A masterpiece of Beauty. The best for your money. A stronger, better comb we believe never was made. Be your own Hair dresser—Save Money. Tame stubborn hair into Straighter Longer looking beautiful strands. Win admiring glances with your new hair beauty. Guaranteed to satisfy. Order Now while our supply lasts.

Order by No. 1 W

Price Only

\$1.98

The WIRE HANDLE HAIR Straightening COMB



Be Your Own Hair
Dresser—Save

Money. Get this Fine Straightening

Comb. EXTRA HEAVY Brass Teeth with

wire that keeps cool. Comfortable and easy to use. Tames

the kinkiest, hardest and most stubborn HAIR into

long STRAIGHT Looking Beautiful strands. Order No. 3

\$1.98

MADAM JONES MARCELLING IRON



ROLLING HANDLE

Yes, Ladies, here's the Smart Way to New Hair Glamour! Use this New Genuine Madam Jones Marcelling, Curling and Waving Iron. See for yourself how Easy it is to Dress your Hair in the most becoming Hair-Do. Now! Kinky, Stubbish, Stringy looking Hair can be fashioned into the Latest Hair Style with the greatest of Ease. Save beauty shop expense and make doing your own Hair a real pleasure. Order yours Now.

MADAM JONES HAIR STRAIGHTENING PINCERS



Helps
Straighten
The Most
Stubborn
Hair

If your HAIR is stubborn or won't stay put, you can fix up these Troubles with these Hair Straightening Pincers. HEAT just like Straightening Comb and PRESS strands between the Pincers. Works fast and sure. Made of highly polished metal with black enameled handles. No. D-107 Only **\$1.95**

Order by No. CR-1
Price Only

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dressing the HAIR. Just the thing for home and beauty parlor. Buy one NOW and HEAT your STRAIGHTENING COMB the New Way. Order yours Today!

No. D-108
Only

\$3.75

MADAM JONES PRESSING OIL



WILL NOT BURN ENDS OF HAIR

For Beautiful Smooth STRAIGHT Looking HAIR that everyone desires and admires, just apply Sweet Georgia Brown Pressing Oil and gently stroke the HAIR with a Hot Comb. Works quickly and safely without danger of burning ends of HAIR. Smells good on HAIR. Order Today and say "Good-Bye" to HAIR Dressing troubles. No. M-710 Only **60c**

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SLICK BLACK

REG. U.S. PAT. OFF.

**COLORS GRAY HAIR
BLACK IN 2 MINUTES**

**TEMPORARILY
STRAIGHTENS
DRESSES and IMPARTS
BLACK COLOR TO THE HAIR**

LOOK 10 TO 20 YEARS YOUNGER

Don't worry any longer about GRAY HAIR that makes you look old or less out in love, Romance or a good job. All you have to do is order a box of SLICK-BLACK. It is a NEW, most amazing DISCOVERY that makes your hair STRAIGHTER looking and imparts a JET BLACK COLOR to your HAIR at the same time. Take years off your appearance. At Sixty, Look Forty. At Forty, look Twenty. Just follow the directions on the box and impart JET BLACK color to Gray Hair so that you will look years younger.

Don't be without SLICK-BLACK another minute. Remember, this amazing preparation WORKS DOUBLE. Gives you STRAIGHTER looking Hair at the same time it imparts a JET BLACK Color to your Hair. Helps you to LOOK 10 to 20 YEARS YOUNGER. No mess; no fuss; no bother; change from bottle hair-dye to SLICK-BLACK. Buy a box today. Don't accept any substitute. Insist on the original SLICK-BLACK! STRAIGHTENS HAIR temporarily and imparts BLACK COLOR to HAIR. Mail 55c for your SLICK-BLACK or send \$1.10 for Two Boxes. Send cash, stamps or post office money order. We do not send one box C.O.D. Get SLICK BLACK today!

Order by No. V-91

Price Only . .

60c

2 Boxes \$1.10



**USE THIS CAP WITH
SLICK BLACK**

**ONLY
75c**

**SLICK BLACK
HAIR PRESSING CAP**

**FITS HEAD LIKE A GLOVE
PRESSES HAIR IN PLACE**

The SECRET is out! Here's the way to keep your Hair STRAIGHTER looking. Just apply SLICK-BLACK—Brush and Comb your Hair in place and put on this wonderful SLICK BLACK HAIR PRESSING CAP. Get the quick results you want. Throw away your old stocking cap and get this smart looking Pressing Cap.

TRAIN YOUR HAIR

Have Your Hair Look STRAIGHTER—Just before going to bed Comb your Hair in place and slip on this Hair Pressing Cap. While asleep your hair stays smooth and in place. Your pillow will not get soiled when you use this Pressing Cap. MEN and WOMEN both should use it. Order today. Directions furnished.

Order by No. V-100

Price only . .

75c



SLICK BLACK GREY HAIR TREATMENT

**CAP BOTH for
AND \$1.10
SLICK BLACK**

Order this combination. Keep your Hair looking Black, Slick and Straighter looking.

1 Can SLICK BLACK \$.55

1 SLICK BLACK Pressing Cap75

Order by No. V81A \$1.30

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THE 7 KEYS TO POWER

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of extra cost
ALLEGED
SEAL OF POWER

The
MASTERS BOOK
of
PROFOUND
ESOTERIC LAW

7 KEYS TO POWER

By Lewis deClaremont. On the title page it states "Oh, eyes that are weary and hearts that are sore, look unto God and sorrow no more." In the introduction the author says this Book will tell you "When to do a certain thing and How to do it." It gives you instructions and directions as to the hour, day, or night, whether to use the Light of the Sun, the Light of the Moon. The Book purports to tell: How to Remedy Conditions known as Cross Conditions; Key to the Power of Commanding; How to Get Rid of Fear; Hour of Occult Power; How to Find the proper hour for all magical undertakings; How to Cast Out Devils; Overcome Enemies; Uncross People; How to Burn Candles for the Days of the Week; How to pray to Remove All Evils. We assume no responsibility for the Author's or Publisher's claims, and sell The 7 Keys to Power only as a Book that you might be interested in reading. Price \$1.00, and we give FREE of extra cost an alleged Seal of Power on Genuine Parchment Paper.

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PUBLISHERS PRICE \$5.00 \$1.89

SUPPOSED SUPERNATURAL MYSTERIES REVEALED BEFORE YOUR EYES.



FULL OF PICTURES



UNTU YE THE POWER SHALL BE MANIFEST

... This appears on every Book ...

THE TEN LOST BOOKS OF THE PROPHETS—In these Books the author claims to endeavor to explore the field of Divine Magic. On the title page of the 1st Book of "Holy Magic" it states "Which God gave unto Moses, Aaron, David, Solomon, and other Saints, Patriarchs and Prophets; which Teacheth the True Divine Wisdom." Book 3 tells the Use of the Psalms—Gives the Psalm for Luck; Psalm for Severe Headache; Psalm for Cross Condition; Psalm for being Successful; Psalm to Overcome an Evil Spirit; Psalm for Protection; Psalm to keep secure from all Evil; Psalm to receive information through a Dream or Vision; Psalm to Escape Danger of Floods; Psalm to be reconciled with your Enemy; Psalm to receive Grace, and Love; Psalm to become Safe from Enemies; Psalm to Free yourself from Slander; Psalm to receive God after committing a Heavy Sin; Book 4 tells about knowing all manner of things Past and Future, which be not however directly opposed to God, and to His most Holy Will. We assume no responsibility for any claims or statements made by the Author but only give his version. Publisher's price printed on Books—\$10.00. Our Price to you very much less.

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10 LOST BOOKS OF PROPHETS

Moses, Solomon and Jesus of Nazareth

C. O. D. ORDERS

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HIGH JOHN ROOT

the CONQUEROR



SPECIALLY SELECTED HIGH QUALITY

High John the Conqueror is one of the most famous of so-called LUCK ROOTS. It is believed by many that a person carrying one of these HIGH JOHN ROOTS in his pocket or on his person will never be without Money and will be very LUCKY and Successful in his undertakings. Many superstitiously think that this strange ROOT acts as a powerful LUCK Charm for Winning Games, Drawing Lucky Numbers and that it Helps in Love Affairs and Drives Away Evil Influences and wards off Bad Luck. However, we make no claims to this effect and sell only as a Curio. We have received word from many of our customers who say that they are well pleased with the very fine quality. Some have written that they like to carry the Root in their pocket or purse and many others have said they like to Chew on the ROOT and say they have had Good Results and we might add that we have many customers who say they would never be without a piece of HIGH JOHN.

BIG SELLER

50c

Order by No. A-209
3 for Only \$1.35

GENUINE MYRRH



MYRRH was one of the precious substances of Biblical times used at least 2,000 years ago. It was blended with an Oil wherewith the Priests were anointed and it is said that it ran down the beards of Aaron and his Sons when they were exalted to leadership. The Bible mentions it is used in a Holy Oil—(Exodus—Chap. XXX). Some folks still believe MYRRH to have mystic Luck Powers and to bring Luck in Love Affairs and Money Matters. We make no claims to this effect and sell only as Genuine MYRRH.

3 for \$1.00

Order by No. A-210D
Price Only

50c

LITTLE JOHN to Chew



This strange looking ROOT has been called by some folks Little John to Chew. Some folks like to CHEW this Root and believe it to be a powerful LUCK bringer for drawing Money and Love and Driving Away Evil and Bad Luck. However, we make no claims to this effect and sell only as a Curio. We guarantee this Root to be fresh and clean. Order some of this LITTLE JOHN TO CHEW Root. Comes packed in sanitary box. We have thousands of satisfied customers and hope you will be pleased too.

Order by No. A-210E Only
Three for Only \$1.35

50c

HIGH JOHN the CONQUEROR



FIXED in BAG
with
VAN VAN OIL
and
FIVE FINGER GRASS

Some folks in the South visit the Voodoo Man who often charges big fees such as \$5.00 and even \$25.00 for his services. Worried and troubled men and women have gone away HAPPY when the Voodoo Priest prescribed this fetish which consisted of High John The Conqueror Root fixed in Red Flannel Bag with Lodestone and Five Finger Grass. This bag was to be worn around the neck and sprinkled every morning with two drops of Van Van Oil. This superstition was that this acted as a Luck Charm and would Drive Away Evil and Attract much Good Luck and Money and bring about the thing desired. We of course make no claims to this effect and sell only as a Curio. Ask for it by name—HIGH JOHN THE CONQUEROR FIXED IN BAG.

Order by No. A-521
Three for Only \$2.00

\$1.00

Agents Wanted — Write King Novelty Co. 2451 S. MICHIGAN AVE. CHICAGO 16, ILL., U.S.A.

BIG HAND BRAND CURIO



VOO-DOO and so called HOO-DOO and Conjure Doctors have made what they call HANDS. These are often sold for as High as \$5.00 or \$25.00. Some folks want such things for the purpose of Drawing Luck, Getting Jobs, Winning in Love, Bringing back their Sweetheart who has gone off with someone else, Winning in Gambling Games of Cards, Dice, Policy, or almost anything else that was wanted. These so-called HANDS often consisted of a Red Flannel Bag in which Roots and Lode-stones were placed. This Outfit consists of a BIG HAND Brand Curio Bag, filled with Lodestone, High John the Conqueror Root, Salep Root that looks like a HAND, Bottle of Van Van Brand Oil and one alleged Good Luck Ring. We make no claims that these articles are Lucky or of any value as Job Getters, or LUCK Bringers, or that they possess any supernatural or extra-ordinary Power and sell only as Curios. If you want these \$3.00 worth of Curios for only \$1.49, Order Now by No. A-530. Enclose strip of paper or piece of string for Ring size.

THESE CURIOS
PURCHASED
SEPARATELY ARE
VALUED AT \$3.00
Order By No. A-530

\$1.49

LOOK ALLEGED LOOK
OLE' CONJURE MAN'S
RED FLANNEL BAG and Magnetic LODESTONE CURIO OUTFIT

ALL THIS FOR \$1.00
2 MAGNETIC LODESTONES
2 HORSESHOE NAILS
1 RED FLANNEL CURIO BAG

RED FLANNEL CURIO BAG

2 Genuine Magnetic LODESTONES
2 Genuine HORSESHOE NAILS

An old Conjure Man or Trick Doctor of the South used this Curio Charm consisting of a Red Flannel Bag, filled with Lodestone, Nails, and Hair. This has been claimed to ward off the Devil, to be a Good Luck Charm against HANDICAPPING and to PROTECT against other "HANDS." PROTECT against other "HANDS" meant, we believe, to ward off Evil intended by someone else. We sell two Genuine Magnetic Lodestones and two Genuine Horseshoe Nails in a genuine Red Flannel Bag only as a Curio and make no claims that these are LUCKY or have any supernatural or extraordinary Power or that they should be used for this purpose. If you wish this Red Flannel Curio Bag with TWO Magnetic Lodestones and TWO Horseshoe Nails you need not send money—just Order Now and tell us to send C.O.D. When package arrives pay Postman \$1.00 plus few cents Postage Charges. Remember you must Order by No. A-528 to get all for \$1.00. So please HURRY—Order Right Away.

Order by No. A-528

Price Only **\$1.00**

BIG SPECIAL LUCKY MOJO Brand OFFER

HER SWEET PERFUME ATTRACTS HIM

LUCKY MOJO INCENSE
LUCKY MOJO PERFUME
LUCKY MOJO SACHET POWDERS

THIS \$1.70 VALUE FOR ONLY 98¢ WITH COUPON

BIG BARGAIN

HERE is one of the BIGGEST BARGAINS we have ever offered. Do you like to burn Incense? Do you like Sachet Powder? Do you like Perfume? Well here's a Bargain for you. Just think you can now get one Package of LUCKY MO-JO Incense, worth 50c, one jar of LUCKY MO-JO Sachet Powder, worth 35c, one bottle LUCKY MO-JO PERFUME, worth 35c, and one alleged LUCKY MO-JO Good Luck Coin, worth 50c. Total Value \$1.70, but you can NOW get ALL for only 98c. Many people believe that the Burning of Incense will bring Good Luck. Many people like to carry a Pocket Piece with them all the time and hope that this will bring Good Luck. We make no claims that any of these articles will bring LUCK or Drive away Evil, or that they possess any supernatural or extraordinary Power, but we do have many customers who like them. If you want to get \$1.70 worth for only 98c Mail Your Order Today. If you wish you may tell us to send Order C.O.D. Just pay postman 98c plus few cents postage when he brings your package.

Order by No. A-539

All for Only **98c**

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CANDLES USED IN RELIGION

RED	No. A-301	1 Doz. In Box....	\$2.00
YELLOW	No. A-302	1 Doz. In Box....	\$2.00
BLUE	No. A-303	1 Doz. In Box....	\$2.00
BLACK	No. A-304	1 Doz. In Box....	\$2.00
WHITE	No. A-305	1 Doz. In Box....	\$2.00
GREEN	No. A-306	1 Doz. In Box....	\$2.00

NOTE—We will assort up one dozen of these **SUCCESS Brand CANDLES** in a box—choice of any colors you wish for only 10c additional.

**ONE DOZ. CANDLES
SPECIALLY MOULDED**



Order by No. J-126 Price Only \$1.00

One Dozen **\$2.00**
in Box

Assorted
Colors in Box **\$2.25**

FREE
Of Extra Charge. Wick Anointing Oil will be furnished with each box of Candles.
1 Dozen Assorted Colors. \$2.25

MO-JO BRAND

ALLEGED LUCKY CURIO BOX

HOO-DOO and Conjure Doctors have made what they call HANDS for the purpose of Drawing Luck. These so-called HANDS often consisted of a Red Flannel Bag with ROOTS and Lodestones. We have prepared this MO-JO Brand CURIO BOX which contains: Magnetic Lodestone, High John Root, Adam and Eve Roots, Vial Van Van Brand Oil, and Red Flannel Bag. We make no claims that these articles have any Supernatural value, as Luck Bringers, or for Driving Away Evil, and sell only as an interesting Curio.

\$1.00

Order No. A-500
Price Complete....

Order No. A-500**Price Complete . . .**

\$1.00

C. O. D. ORDERS If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus five cents postage when he delivers your package.

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SOUTHERN STYLE HERB BAG

DRESSED WITH SOUTHERN STYLE VAN-VAN OIL

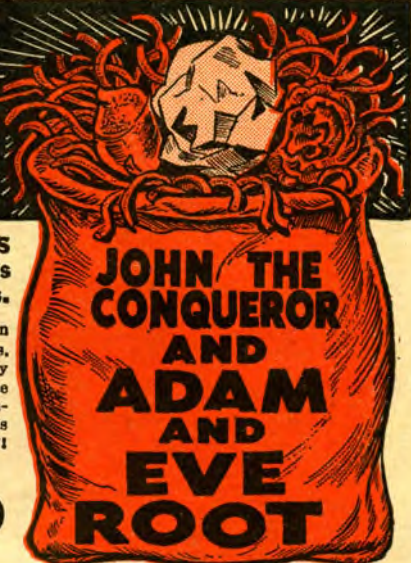
**To Those of our Customers Who Might Want an ALGIERS
Southern Style Herb Curio Bag, we have prepared this
remarkable collection of Herbs, Roots, and Lodestones.**

Certain Voodooos, Witch Doctors, Fetish Worshippers, claim that a Bag of certain Herbs, worn on the person would drive away **Evil** and bring **Good Luck** in Games, Business, Love, etc. However, we make no representations to this effect. We are merely stating facts which have come to our attention. It is also well known that many people carry **Luck Stones, Luck Roots, etc.**, on their person and many have attributed un-
heard of achievements to their particular **Luck Charms**. However, if you wish this specially prepared Southern Style Herb Bag we sell only as a Curio. Get yours **NOW!**

Dressed with Van Van Oil

Order by No. A-505

Price. Dressed with Van Van Oil..... \$1.00



HIGH JOHN the CONQUEROR ROOT

To this root has been attributed more wonderful and **Lucky** properties than we have ever heard of. Certain Voodooos claim that a person carrying a piece of this **HI-JOHN the CONQUEROR Root** will never be without money and be extremely **Lucky** in games and successful in his undertakings. We make no representations to this effect but sell only as a Curio and we have known that many people have been very pleased with possessing a **HI-JOHN the CONQUEROR Root**.

Order by No. A-209 Only... 50c
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EGYPTIAN WITCH DREAM BOOK

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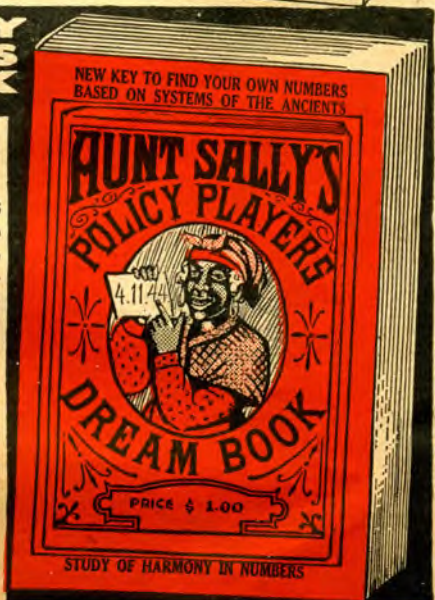
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SUMMARY OF CONTENTS

Lucky Numbers, Numbers that Harmonize, Interpretation of Dreams and **Numbers** to which they apply, Significance of Cards Dreamed and their **Numbers**, Good Combinations to Play, Table for Finding **Lucky Numbers**, Numbers and Dreams of the Months, **Numbers** for the Days of the Week, The Oraculum or Napoleon Bonaparte's Book of Fate, Ladies' List of **Numbers**, Gentlemen's List of **Numbers**, Alphabet and List of **Numbers** which they denote, Single and Combination **Numbers** for Dreams, Dominoes and their Numbers, Flowers and their **Numbers**. Be sure to get this Famous Dream Book.

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Sweet Georgia Brown

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V-70

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ORDER BY V-1

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No. V-81... Price Only

60c

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KEEP IT GLOSSY

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No. V-85

60c

STRAIGHTENING COMB

with **POMADE** and **SHAMPOO**

ALL FOR \$2.20

Give your hair this Sweet Georgia Brown Hair Straightening Treatment. Shampoo hair with Cocoanut Oil Shampoo, apply Pomade and Comb hair with heated Straightening Comb. Order No. C-111 Bargain Price for All. \$2.20

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No Rouge Required. Right before your eyes Magic Pink Lovin' Cream brightens the appearance of your Skin. If Skin is light, use a little. If Dark, use more.

No. V-14. Price

60c

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Help your SKIN to look Brighter, and alluringly beautiful. Help dark, muddy skin. Do all you can to help your skin look pretty. Order a jar of **Sweet Georgia Brown Skin Bleach Cream**. Use it every morning and evening. **CAUTION:** Use only as directed. Send Now for a Jar. Your money back if not satisfied.

V-3

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ROOT packed in every box.
Here is one of our newest
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this **High Grade INCENSE
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Order NOW.

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ONLY

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**LODESTONE
GIVEN IN EVERY BOX**

It is well known that Incense
has been burned and a **LODE-
STONE** has been carried by
many People to bring **Good
Luck, Success and Win-
nings**. We, however, make
no such claims to this effect
and sell **LODESTONE Brand
INCENSE** only with the merits
that it is the **Highest Quality
INCENSE** that we know how
to make. Enjoy its sweet, per-
fumed fragrance. Send 50c
for a box NOW. Take this
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a **Genuine piece of Mag-
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of extra cost. This is one of
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**ROOT
FREE**
OF ANY EXTRA COST
IN EACH BOX

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SALLY
LUCKY DREAM
BRAND
INCENSE**



It is **SWEET**
and **STRONG**. Just take
a little of **Aunt Sally's**
and put in incense burner.
Enjoy the Sweet Fragrance
that rises. Keep your
home smelling sweet.
**BURN AUNT SALLY'S
INCENSE**. Many people
like a **NUMBER** packed
in box of incense. There-
fore, we have put a
NUMBER in every box.
We make no claims that
this **NUMBER** is
LUCKY or of any
value. Order your
**AUNT SALLY'S IN-
CENSE** NOW!

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Each

6 for \$1.35



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no claims to this effect for **SPIR-
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**JINK-O
BRAND
INCENSE**



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monifuge to Drive away
Evil Spirits. Even though
we know it to be a fact
that many people have
burned incense to drive
away Evil or Bring Good
Luck, we do not claim this
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CENSE**. This is a specially
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LARGE SIZE CONES. Each Cone is 4 inches
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